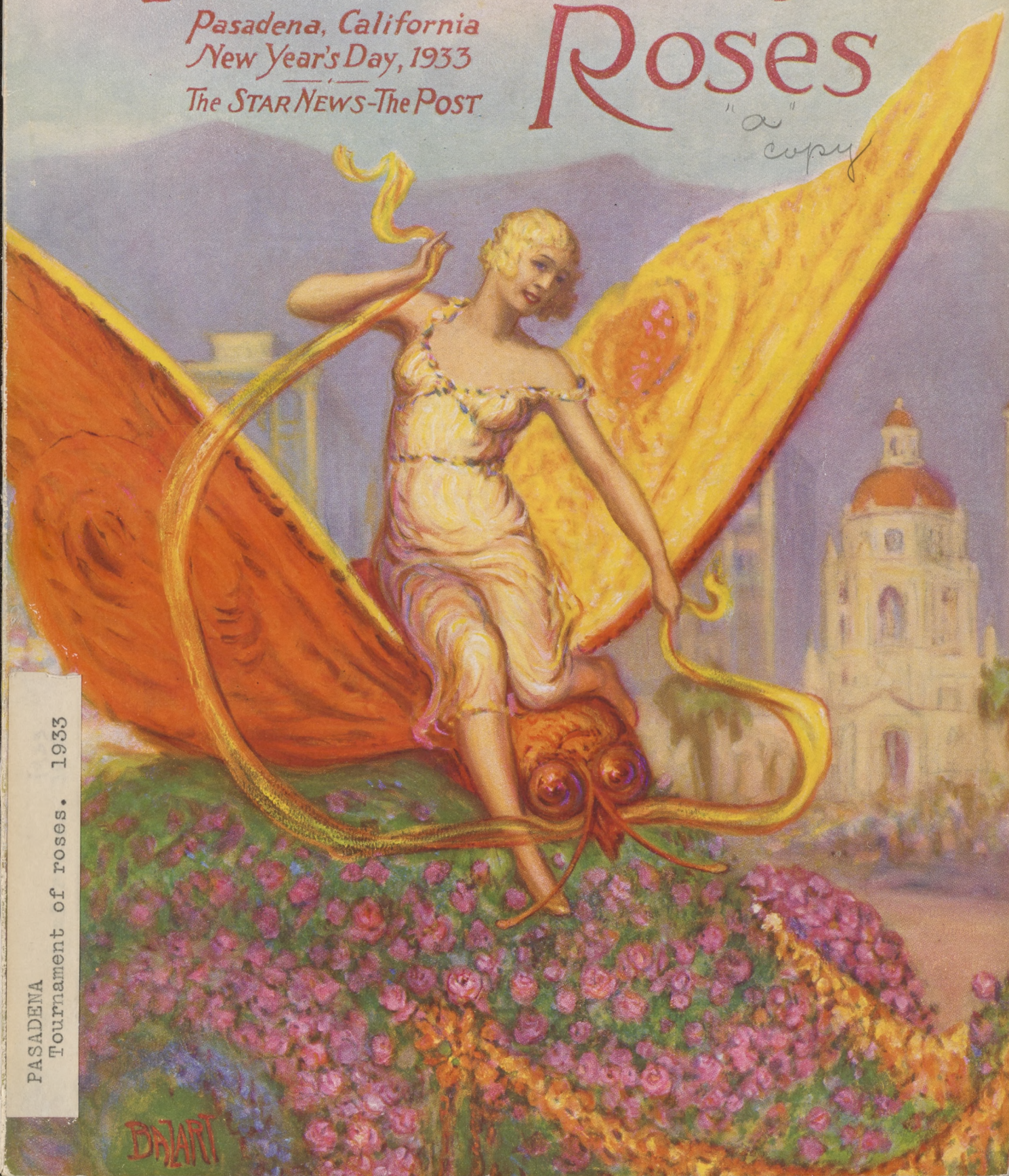


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Tournament of Roses

*Pasadena, California
New Year's Day, 1933
The STAR NEWS-The POST*

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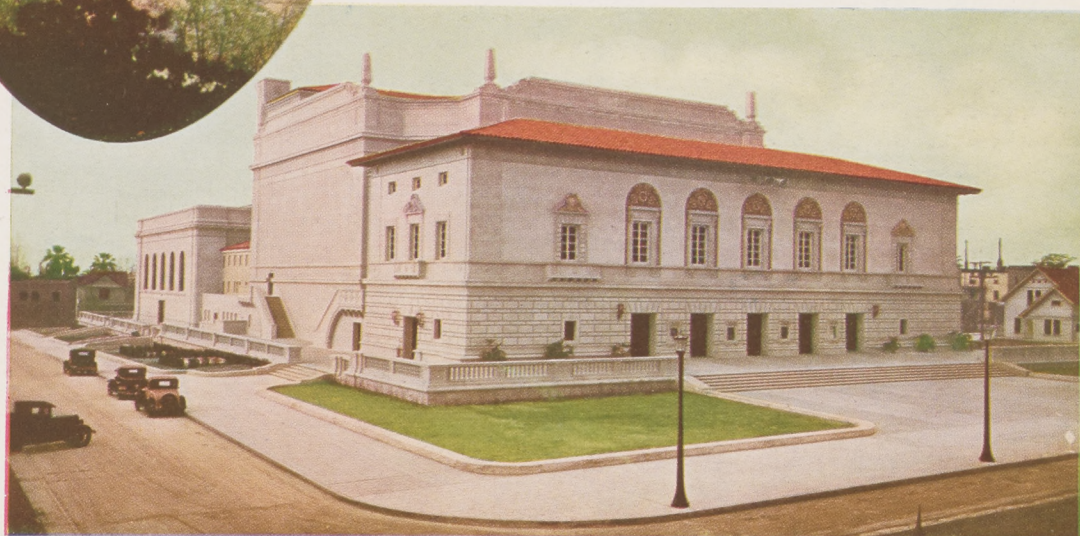


PASADENA
Tournament of roses. 1933

DMART



ONCE again at the birth of a New Year America is welcomed to Pasadena and to its beauty of homes, parks and public buildings. Perhaps nowhere else can architectural grace be found so beautifully combined with utility as in the Pasadena Civic center where is located the Civic Auditorium, the Public Library and the City Hall. All the work of outstanding architects, these buildings, shown on this page, stand as mute symbols of Pasadena's love of finer things.





"QUEEN" DOROTHY CROWNED. Coronation of the Tournament "Queen", Miss Dorothy Edwards, a student in Pasadena Junior College, was carried out at a grand ball, held in conjunction with the annual pageant at Pasadena's beautiful new Civic Auditorium. Proceeds from this important social affair, which attracted Southland leaders and persons from all walks of life, went toward relief of local unemployed women.



GLENDALÉ WON ITS third Tournament of Roses sweepstakes in seven parades with its beautiful "Hansel and Gretel" float. Top prize was won in 1931 and in 1929 Pasadena's neighboring city also captured the highest award possible. This city has won three theme prizes in a like period.

TOURNAMENT OF ROSES NUMBER

PASADENA STAR-NEWS and POST

Charles H. Prisk,
Editor and Manager

January 2, 1933

J. H. Pryor, A. J. Hosking,
Associate Editors and Managers

Forty-Fourth Annual Rose Tournament

*"Fairyland—Fairy Tales in Flowers"
Delightfully Appropriate Theme*



RACED by azure skies and the brilliant sunshine overhead, and on the ground by a gorgeously delightful parade that was viewed by throngs more numerous than the city has ever known, climaxed by all the thrills of a crowded East-West football game, Pasadena's 44th annual Tournament of Roses has passed into history.

Though it is estimated that close to a million persons watched some part or all of the Tournament parade, several millions more heard all about Pasadena's colorful midwinter spectacle and the Rose Bowl encounter between the Universities of Pittsburgh and Southern California in the descriptions enthusiastically broadcast over nationwide hookups. As events turned out, it was scarcely possible for the men in front of the microphone to exaggerate the ideal conditions prevailing in the Crown City for the big outdoor festival.

Despite three years of "depressionitis", it seemed as if the floats and other entries in the parade were more elaborate than ever; that the freight of blooms they carried were more profuse, various and plentiful; that the costumes were more gay, the girls more beautiful, the conception and execution of the entries, if possible, nearer the incomparable.

Always the Tournament of Roses Ready Co-operation has been able to reckon upon wholehearted and unselfish assistance from a large proportion of the citizens of this and neighboring communities, but in such a year of difficult financial conditions, this display of civic cooperation was more needed and at the same time readily forthcoming. The result was an entirely satisfying outdoor holiday spectacle that probably few communities in the world could stage.

The theme of the parade—Fairyland: Fairy Tales in Flowers—could not have been better chosen. It was introduced by walking figures entered by the Pasadena Athletic Club and depicting the old loved characters from the Land of Oz.

The fanciful story of Nurseryland was carried along in

the majority of the float entries, until literally, in the imaginations of young and old children, the Fairy Tale pages were unfolded convincingly before their eyes.

The Pasadena Chamber of Commerce "Alice in Wonderland" float struck the keynote of this fairyland theme, with the "Queen" of the Tournament, Miss Dorothy Edwards, Junior Collegian, and her maids of honor, and the winsome grand marshal of the parade, Movieland's own, Mary Pickford, in her white coach drawn by four white horses, leading the procession as the presiding princesses of the story.

So dense were the crowds at principal intersections that occasionally the parade was delayed for a few moments until the line of spectators could be reformed.

With all Southern California, his wife and their youngsters, as well as the old folks from "back East", swelling the throngs on the line of parade, from Orange Grove avenue clear along Colorado street, south on Hill avenue, and west on California street to Tournament Park, it says much for the good behavior of the folk in general, and for the policing, first-aid and other arrangements made by the authorities, that there was hardly anything in the way of serious mishap to take care of. A few cases of fainting and minor bruises were all that required attention.

The Fairy Tales idea was well carried out in most of the major float entries, and in the responsible task of awarding prizes, there was general agreement that the judges did



OUTSTANDING AMONG THE bands in the parade was that representing Bakersfield Union High School, in new, dark blue tunics and light blue trousers. Warm friends of the Rose Tournament, the Kern County youngsters have come to Pasadena for several New Year's events.

their work well in deciding that while Glendale was entitled to the sweepstakes listing, Long Beach certainly had the palm for theme prize.

Choosing the loved theme of Hansel and Gretel for its latest prize-winning entry in the Rose Tournament parade, Glendale once more submitted for approval of the thousands along the route an eye-taking float. A setting of woodland beauty showed the woodcutter's children wandering through the forest in search of the traditional "happy ending". The 50-foot long Glendale float, designed by Mrs. Georgia Chobe, featured largely delphinium, bougainvillea and carnations, with background of ferns, while a variety of other blooms were used in details. It was the third time in five years that Glendale had taken

the major award in the parade, its previous winnings being in 1929 and 1931. Long Beach, which also has been an outstanding entrant in the Tournament parades over a number of years, submitted a strikingly magnificent floral peacock as the central feature of its float. White sweetpeas formed the proud bird with orchids as the spots on the tail. Two white swans, of sweetpeas and carnations also were featured.

Other outstanding prizewinners were the United Service Clubs, taking the Pasadena Challenge Trophy; the Carnation Creamery, awarded the President's trophy for the best entry drawn by four or more horses; and the cities' entries in the various population classes, Los Angeles, San Francisco, Santa Barbara, Catalina, and so on.

Grand Marshal of Parade is Popular Film Player

Pasadena was host at this year's Tournament to one of the best known and respected motion picture players of Hollywood, when Mary Pickford rode as grand marshal of the parade in a flower-bedecked carriage drawn by four white ponies.

Long advertised as "America's sweetheart" Miss Pickford showed that she has retained the prestige she won years ago by the warmth of the cheering which greeted her along the parade route.

Miss Pickford was born in Toronto, Can., and started

her stage career at the age of 5. Her first screen role was with the old Biograph Company in "The Violin Maker of Cremona." After many silent picture successes, her first talking picture was in "Coquette". She also appeared in a picture, "Taming of the Shrew", with her husband, Douglas Fairbanks.

Miss Pickford was dressed for the Tournament parade in one of the costumes she wears in "Secrets", her latest picture.

Bands Form Important Part of Tournament Parade

Bands formed an important part of the 1933 Tournament of Roses parade.

Among the most impressive of these musical groups was the Pasadena Junior College Bulldog Band, of which Audre Stong is conductor, and now known as the Tournament of Roses Band.

An unusual feature introduced by the band was a marimba transported on a light automobile. The marimba music, not only provided rhythmic accent equal to the drums, but was especially suited to the fanciful and legendary theme of the tournament, "Fairly Tales in Flowers".

Many Awards Detailed in Lists

The following are the prizes awarded in the 1933 Tournament of Roses:

Sweepstakes—City of Glendale.

Theme—City of Long Beach.

Pasadena Challenge Trophy for best entry from Pasadena—United Service Clubs.

President's Trophy, best horse drawn vehicle, four or more horses—Carnation Creamery.

Class A, civic bodies other than Pasadena with more than 40,000 population—Los Angeles Chamber of Commerce, first; Los Angeles County Board of Supervisors, second; city and county of San Francisco, third.

Class A-1, cities between 20,000 and 40,000 in population—Santa Barbara, first; Pomona, second; Inglewood, third; special prizes to San Bernardino, Alhambra, Santa Ana and San Jose.

Class A-2, communities under 20,000 in population—Catalina Island, first; Altadena, second; San Marino, third; special prizes to Covina and South Gate.

Class H, entries from municipal utilities—Water Department, first; Light Department, second, and Park Department, third.

Class C, hotels—Agua Caliente, first; Huntington, second; Maryland, third; special prize to Vista del Arroyo.

Class F, representing business firms—Golden State Creamery, first; Florist Telegraph Delivery, second; Arden Farms, third; special prize to Barbara Ann Bakery.

Class I, educational units—"Water Babies," Pasadena City Schools, first; "Mary, Mary, Quite Contrary," Pasadena City Schools, second; Pasadena Academy of Fine Arts, third.

Class K-1, boys, organizations—Pasadena Junior Lions, first.

Class K-2, girls' organizations—Pasadena Camp Fire Girls, first; Girl Scouts of America, second; Maybelle Scott Rancho Schools, third.

Class E, fraternal organizations—Improved Order of Red Men, first.

Class K, Boy Scouts—American Legion troop, No. 26, first; Crescent Bay Council, second.

Class G, business groups—Pasadena Clearing House, first; Pasadena Realty Board, second; East Pasadena Business Men, third; special prizes to Pasadena Merchants and Pasadena Horticulturists.

Class B-1, men's service clubs—United Service Clubs, first; American Legion, post No. 13, second.

Class B-2, women's civic clubs—Pasadena Woman's Civic League, first; United Women's Club, second; Los Angeles Garden Section, third.

Class R, novelties—Special prize to Gay's Lion Farm.

Equestrian awards: Special Class, O-1, Leslie O'Day; 2, Jack R. Stinson; 3, John E. Wagner; 4, Louis Kohl.

Class Q, Shetland Pony Girl or Boy Rider—Harold Mays, first; Patsy Jane Jackson, second.

Class P, Saddle Pony Girl or Boy Rider—William Edgar Evitt, Jr., first; Roy Whitehead, second; Patsy Jane Packer, honorable mention.

Class L, Historical or Representative—Marjory Manning, Jeannette Stainor and Bob Atkinson, trio, first; Du Brock's Riding Academy, second; Mrs. S. Van Damme, honorable mention.

Class N, Saddle Horse Woman Riders—English; Natalie N. Van Koon, first; Beverly Strongman, second.

Class N-1, Saddle Horse Men Riders—English; P. H. Van Koon, first; Walter N. Reynolds, second; Jack Packard, third.

Class O, Saddle Horse Women Riders—Western: Hazel Whitehead, first; Mrs. M. Morse, second; Mrs. Daniel B. Hurley, third.

Class O-1, Saddle Horse Men Riders—Western: Robert A. Holt, first; Russell Williams, second; E. E. Seale, third; and J. P. Samuelson, fourth.



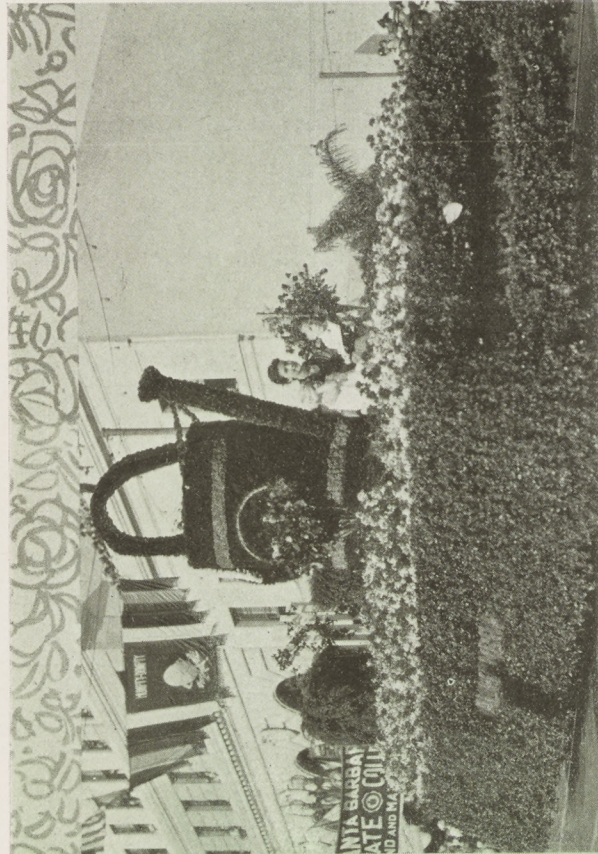
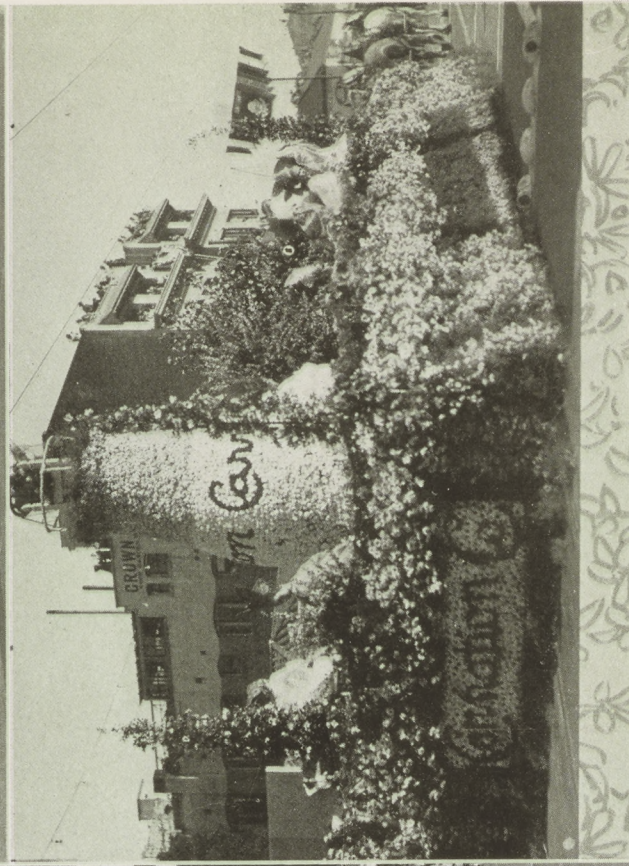
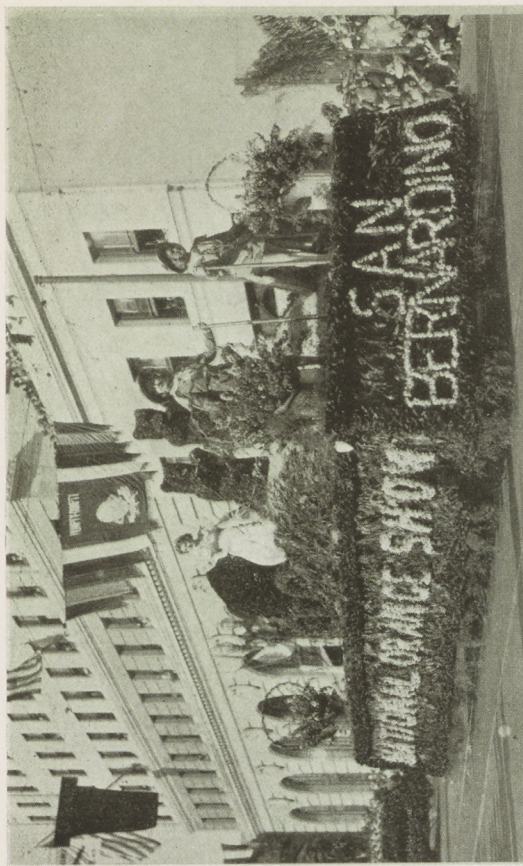
LONG BEACH, WHICH has had a series of magnificent entries over a long period, won the theme prize with a float featuring a striking peacock and attendant swans, all beautifully worked into a well-proportioned entry through the effective use of flowers and enhanced by the appearance of comely girls.



A HUGE NUMBER of flowers went into the "Dream of Youth" float entered by the Pasadena Water Department. More than 20,000 sweet peas, 3000 sprays of lilies of the valley, 1000 roses and a similar number of delphiniums and other flowers were used. Six swans, fashioned from white pom-pom chrysanthemums featured San Francisco's entry.



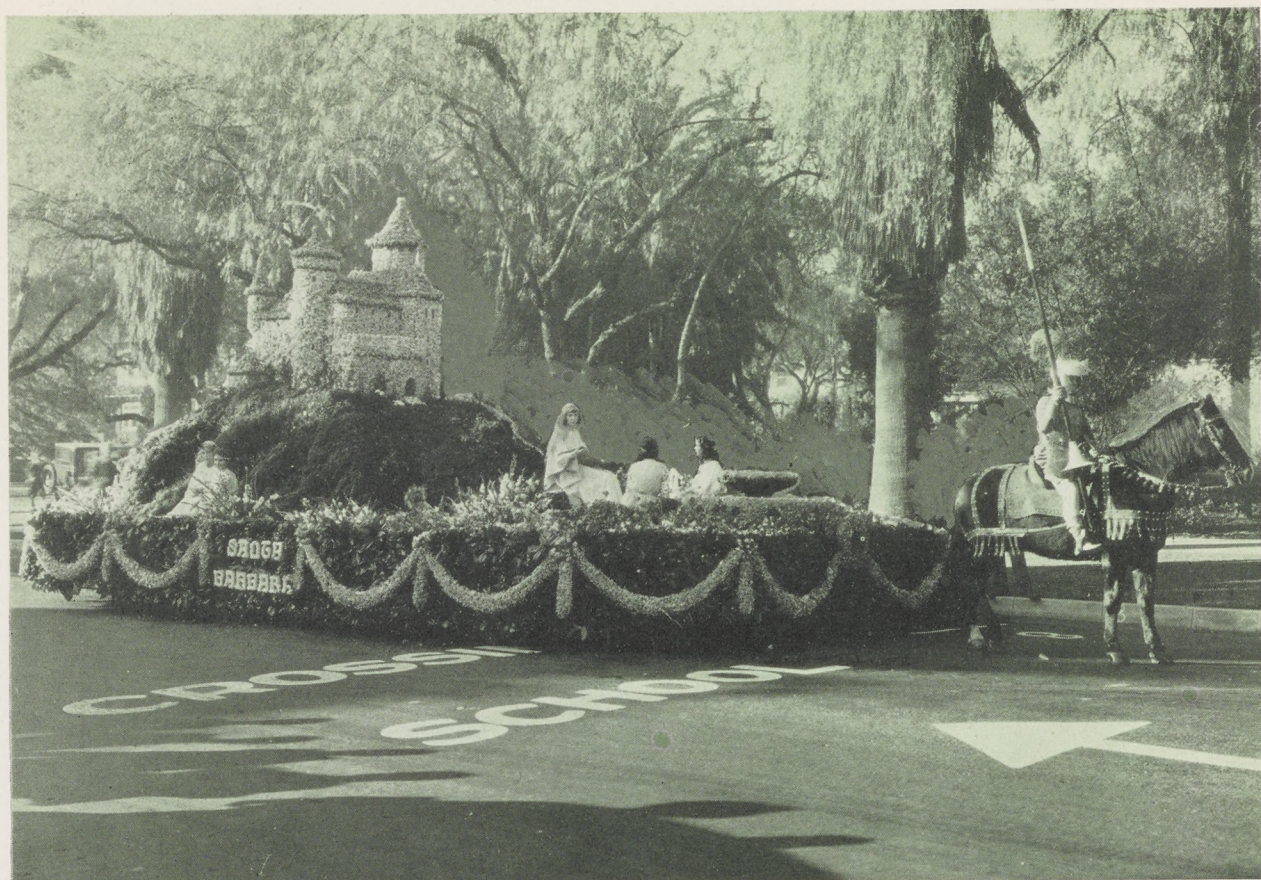
THE DAUGHTER OF THE DRAGON provided the theme for the unusual float entered by the United Service Clubs, which won the Pasadena Challenge Trophy for the best entry from Pasadena. The coiling serpent made an effective picture with its "dress" of thousands of flowers. Even the tongue of the "monster" is shown along with eyes and nostrils.



"PETER RABBIT", FICTION character, came to life in the Alhambra entry (above left), although he was carefully hidden in a watering can of yellow and deep maroon chrysanthemums. Above, right, shows National Orange Show entry from San Bernardino with its color scheme of green, gold and white. Below, left, "Lady of the Silver Moon" was used effectively in Santa Ana's float; right, colorful vehicle entered by Carnation Company.



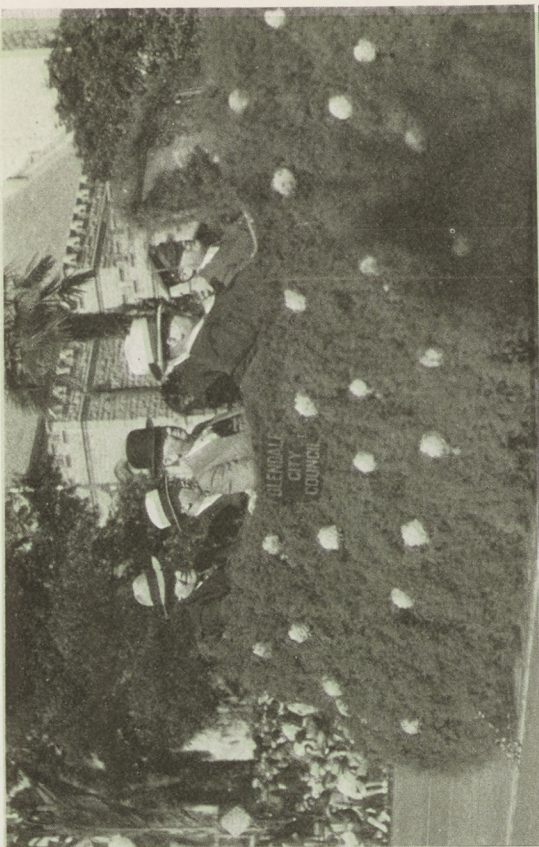
THE UNUSUAL REPLICA of the casino at Catalina Island was conveyed over Pasadena streets by "Catalina's Magic Float" while chimes from within the gorgeous floral creation played softly "Avalon" and "Aloha". More than 2000 roses went into construction of San Marino's float (below, left) depicting Little Miss Muffet and her spider friend. Below, right, shows Altadena Construction Company's "Queen Titania".



"A CASTLE IN SPAIN" was presented in Santa Barbara's magnificent float through a symphony in rainbow pastel shades. Sweet peas and roses, stocks, chrysanthemums, gladioli and delphinium were profusely used. A rainbow palace with a fairy prince and princess seated under a canopy featured Inglewood's entry (below left) while the King of Flowers was symbolized in the Los Angeles County Fair float (below right).



THE SKILL THAT has made the Pasadena school system one of the most outstanding in the nation was apparent in its two appealing floats in the parade. "Water Babies" (shown above) used gladioli, chrysanthemums and dusty miller to advantage; and "Mary, Mary Quite Contrary", the other float, was enhanced by autumn bronzes imitating fallen leaves.



AIDED FLOAT EFFORTS. Top, left, Women's Division group headed by Mrs. A. J. Wingard; right, Glendale City Council members. Below, left, Pasadena Board of Education; right, members of City Board of Directors, with City Manager and Assistant. These decorated automobiles, while not in any sense intended to compete with the many elaborate float entries, carried out the floral beauties of the Tournament.



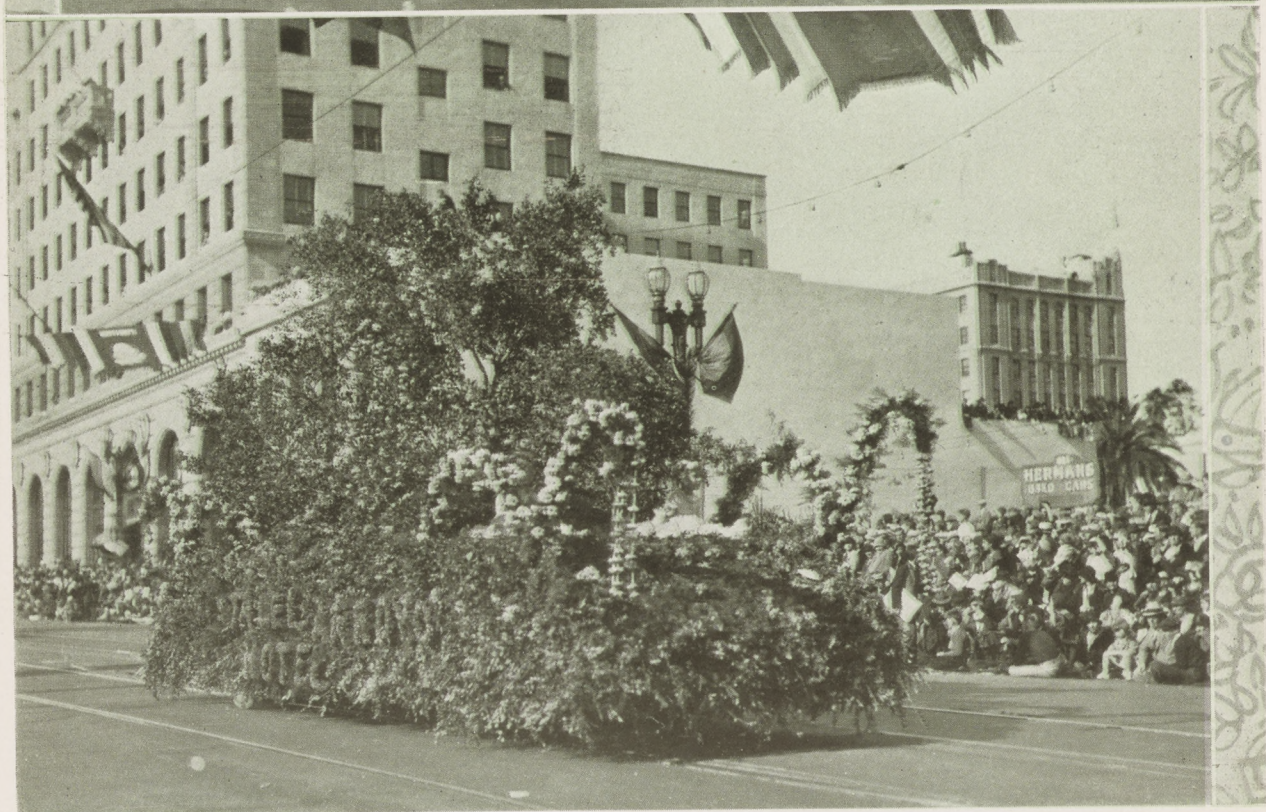
"LITTLE BOY BLUE" (above) was the theme of the Los Angeles Chamber of Commerce float. Chrysanthemums, white carnations, white sweet peas, asparagus ferns, orange marigolds, yellow pompoms, pink carnations were among flowers used in depicting an interesting pastoral scene. "Once in a Blue Moon", (below) entered by the Los Angeles County Board of Supervisors, required 125,000 blossoms to execute it.



AGUA CALIENTE'S NOTED campanile formed a charming background for the Agua Caliente Company presentation, "Fairylane in Old Mexico", shown above. Dancing señoritas, scintillating music, brilliant colors added realism to the entry and brought applause. An original theme, "Fairylane Marionettes", is shown below in the Hotel Maryland float, which had a base of redwood with marigolds, pompom chrysanthemums and stevia.



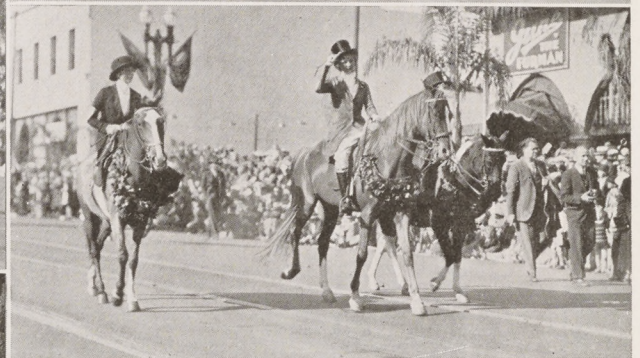
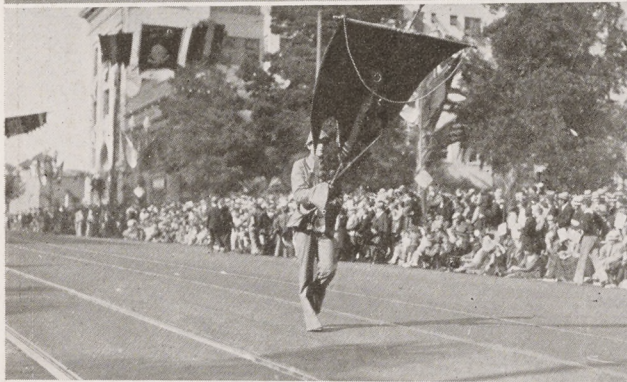
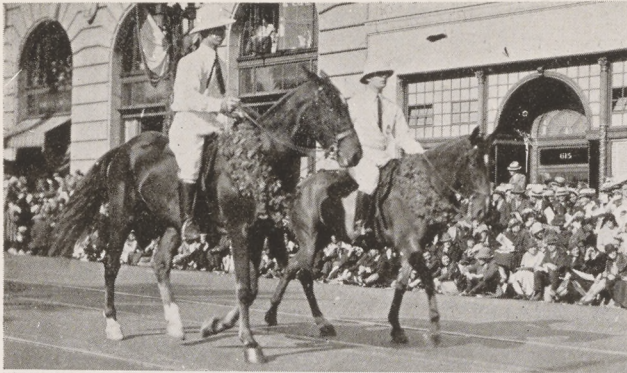
"A FAIRY CRADLE", the United Women's Clubs' float (above) symbolized the part women play in the world of imagination as well as realism. Sweet peas and candytuft were the flowers used. In the "Gateway to Fairyland", (below) entered by the Women's Civic League and first prizewinner in its class, golden pompom chrysanthemums, gladioli and wild asparagus ferns were used.



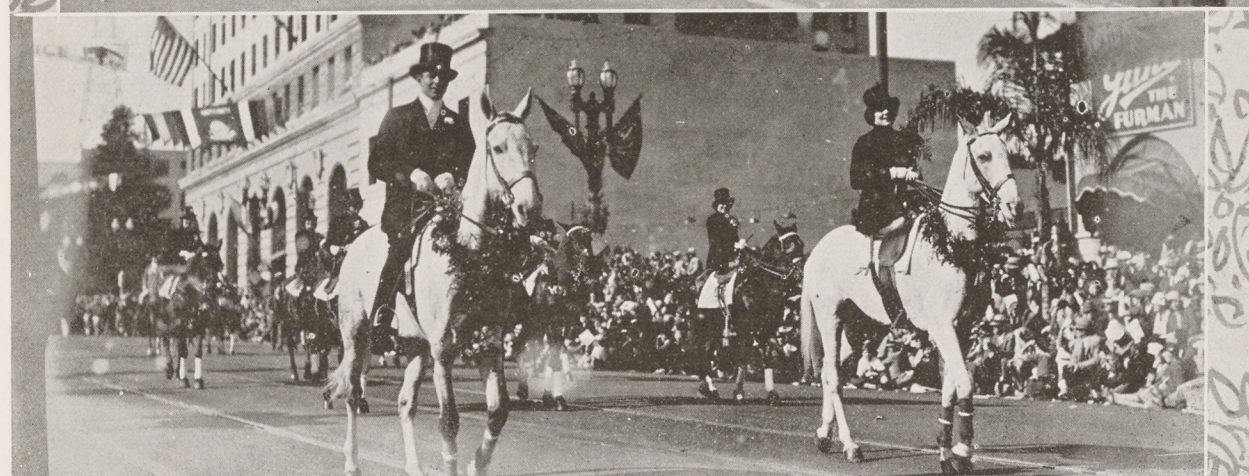
"THE HEART OF THE ROSE" was fittingly shown by the Hotel Huntington's float. With a background of stevia greenery, the vehicle had a heart of deep red roses with a shower of roses over the head of little Doris Royce. Below is shown the "Babes in the Woods" float entered by the Vista Del Arroyo Hotel, which used effectively autumn colors of green, bronze, gold and orange.



WHILE IT WAS the first time the Pasadena Horticultural Association has entered the parade, one naturally expected it to be there. That the entry was made in this difficult year was due much to cooperation of gardeners and residents. Below, Little Red Riding-hood was the Merchants' Association theme, with bed, wolfish "Grandma" and trusting maid all complete. Prim little "Mary, Mary Quite Contrary" waters her primulas and pansies in a quaint little English garden, typified, of course, on the Horticultural Association's float. Pasadena nurseries donated flowers.



RIDERS IN THE PARADE.—Top, left to right, two of the marshals; an armored knight. Second row, a Spanish caballero; oldtime woodman with his axe. Third row, a divisional standard bearer; three of the parade's skilled women riders. Bottom row, the Trojans' novelty drum transportation; and who said the boy couldn't ride his donkey in the parade?



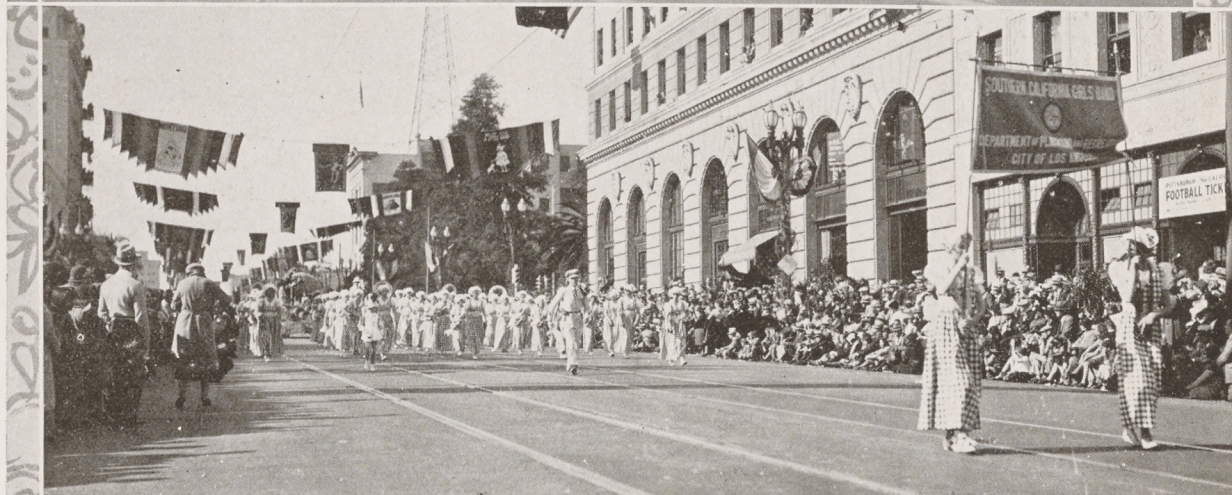
HORSES STILL FIGURE prominently in Rose parades. Top, huntsmen in traditional garb and hounds off to the meet. Center, cowboys, of course, help to add their touch of color and vim to the spectacle. Below, riding as it is done along Rotten Row and in Riverside Park. Many individual entries in the various equestrian classes added to the mounted part of the parade, which this year showed a welcome increase in numbers and quality over the parades for several years past.



TOURNAMENT PARADES have owed much to the participating bands. Top, the Salvation Army is represented by its well-known Los Angeles Citadel musicians, whose musical ability adds to the spiritual appeal of their playing. Center, Santa Ana American Legion drum corps in blue military uniforms was a welcome addition to Tournament parade ranks. Below, University of California at Los Angeles also makes an effective first time appearance in a Pasadena New Year's fete. To Southern California bands generally, appearance in a Pasadena Rose Parade now signifies expert acceptance of their musicianly standing.



MOVIE QUEEN AND SCHOOL MAID both presided over the 44th annual Tournament of Roses parade. Though Mary Pickford was nominally grand marshal, she shared regal honors with Dorothy Edwards, of Pasadena Junior College, chosen "queen for a day" of the tournament by popular vote. Her maids of honor were Joyce Dunkerley, Eleanor Braden, Jeanne Thompson and Norma Hassler.



MORE BANDS IN PARADE. Top, Pasadena Junior College's Bulldog Band, which has rapidly come to the fore among musical aggregations of Southern California, and now is regarded as the Tournament of Roses band. Center, the colorful marching and playing ensemble of the Pasadena Pyramid of Sciots, which among the fraternal orders of the Southland is highly regarded. Below, Los Angeles Playground girls' band in gingham costume. Other bands in the parade included the U. S. C. Trojans, Santa Monica, Inglewood, Roberts' Golden State, McKinley Junior High, Long Beach Municipal, Santa Barbara State College, South Gate Boys', Postal Employees, and P. J. C. Girls' Bands.



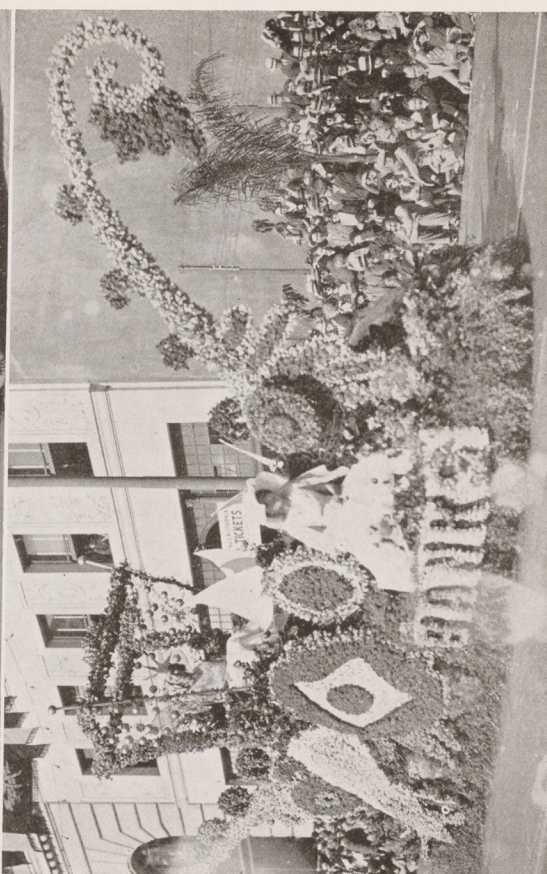
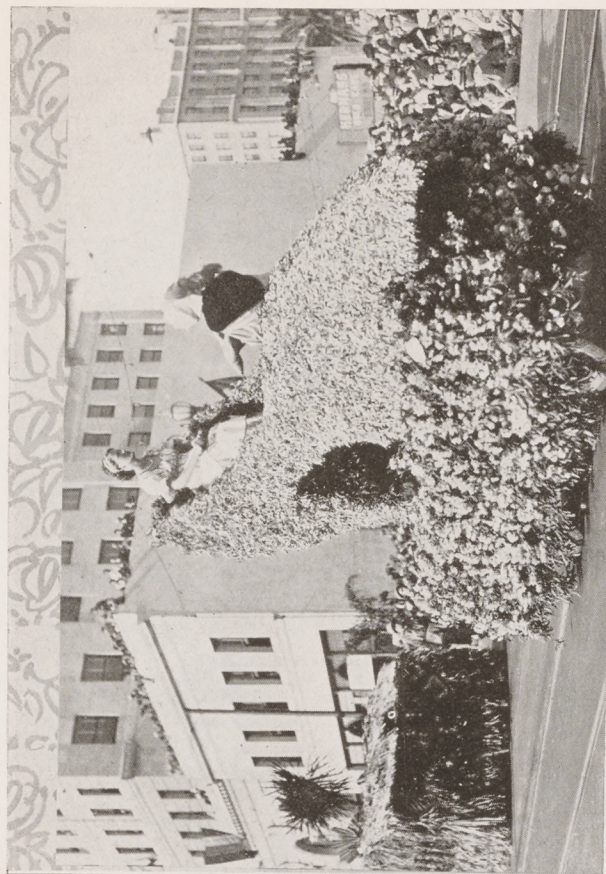
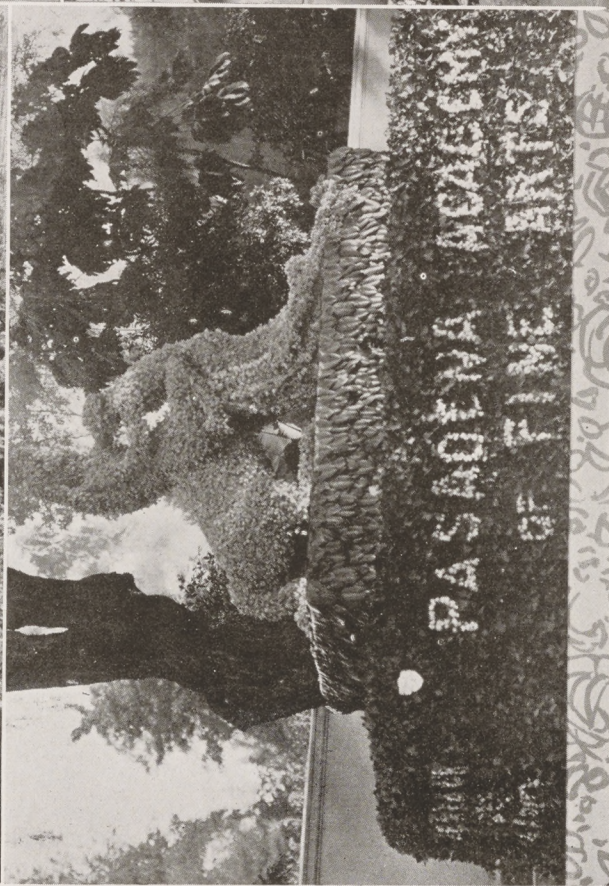
LITTLE BO-PEEP provided novelty for the entry of the Pasadena Junior Chamber of Commerce. The Juniors have been one of the most active organizations in Pasadena and Harlan G. Loud, father of Miss Carolyn Anne Loud, who impersonated Miss Bo-Peep has had an important part in the progress of the organization while serving as its president. The sheep were strikingly garbed in white with the assistance of chrysanthemums and sweet peas. Below, the nautical character of life at Santa Monica is shown in a floral sailboat, entered by that community and showing its proposed yacht harbor.



TAKING FIRST PRIZE in the business firms' class was the entry (above) of the Golden State Creamery, an intriguing representation of Ali Baba and his cave of the Forty Thieves. The Florist Telegraph Delivery (below) portrayed Mercury, done in red, yellow and white flowers, poised on a globe of gardenias and orchids.



CHARACTER-BUILDING organizations have done their loyal part in supporting the Tournament of Roses through the years. Girl Scouts were represented by "The Absent-Minded Tailor," a Mexican desert folktale. Their brother Boy Scouts put in "Jack, the Giant Killer", with the giant a huge prone figure on the ground. Red poinsettias proved a contrast to the greenery used.



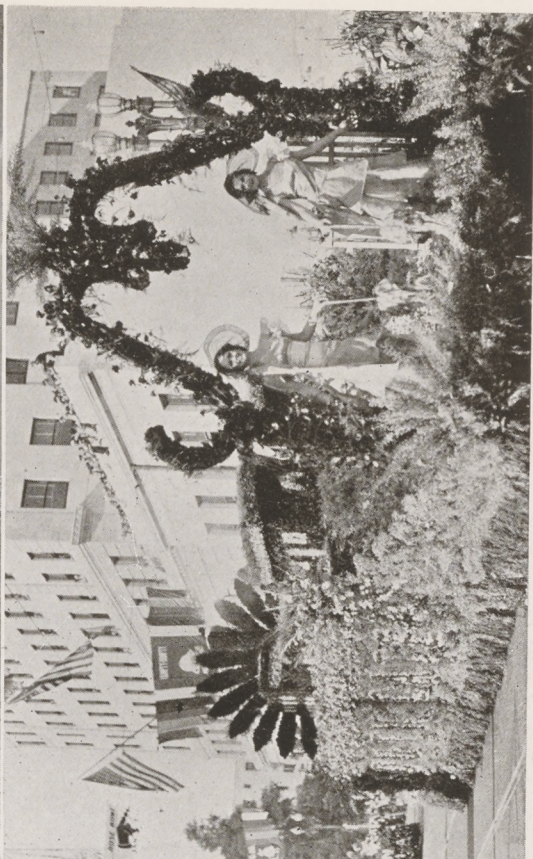
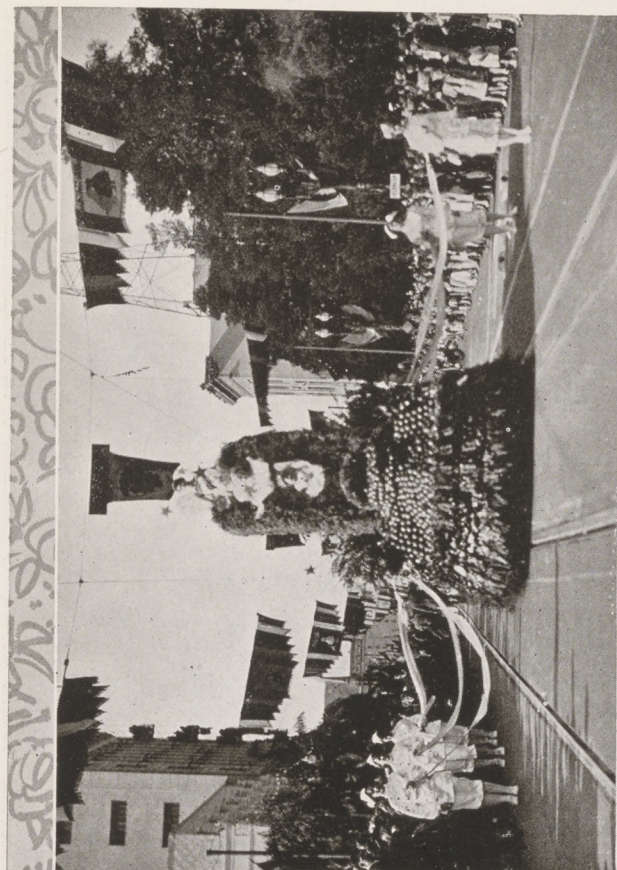
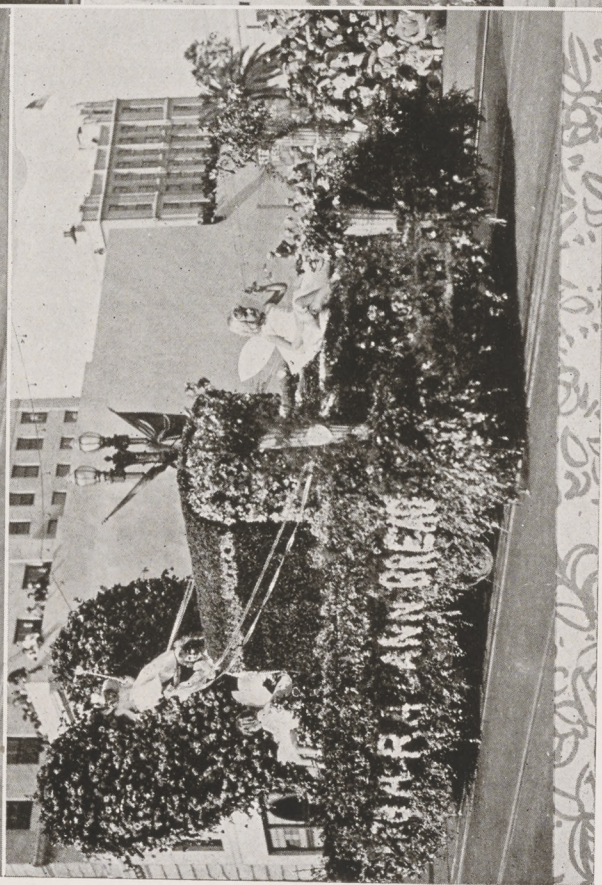
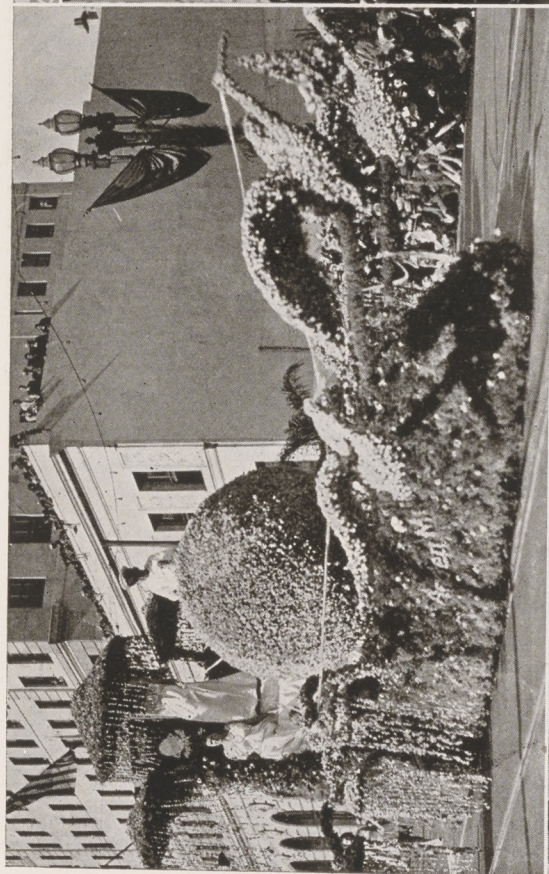
"ONCE UPON A TIME" naturally appealed to Camp Fire Girls (top, left); the Old Woman in the Shoe (top, right) provided a theme for the Federation of Women's Clubs, Garden Section. Below, Pasadena Academy of Fine Arts entered figures representing Centaur and Lapith from Greek mythology; and Pasadena Clearing House Association in a pleasing floral conception.



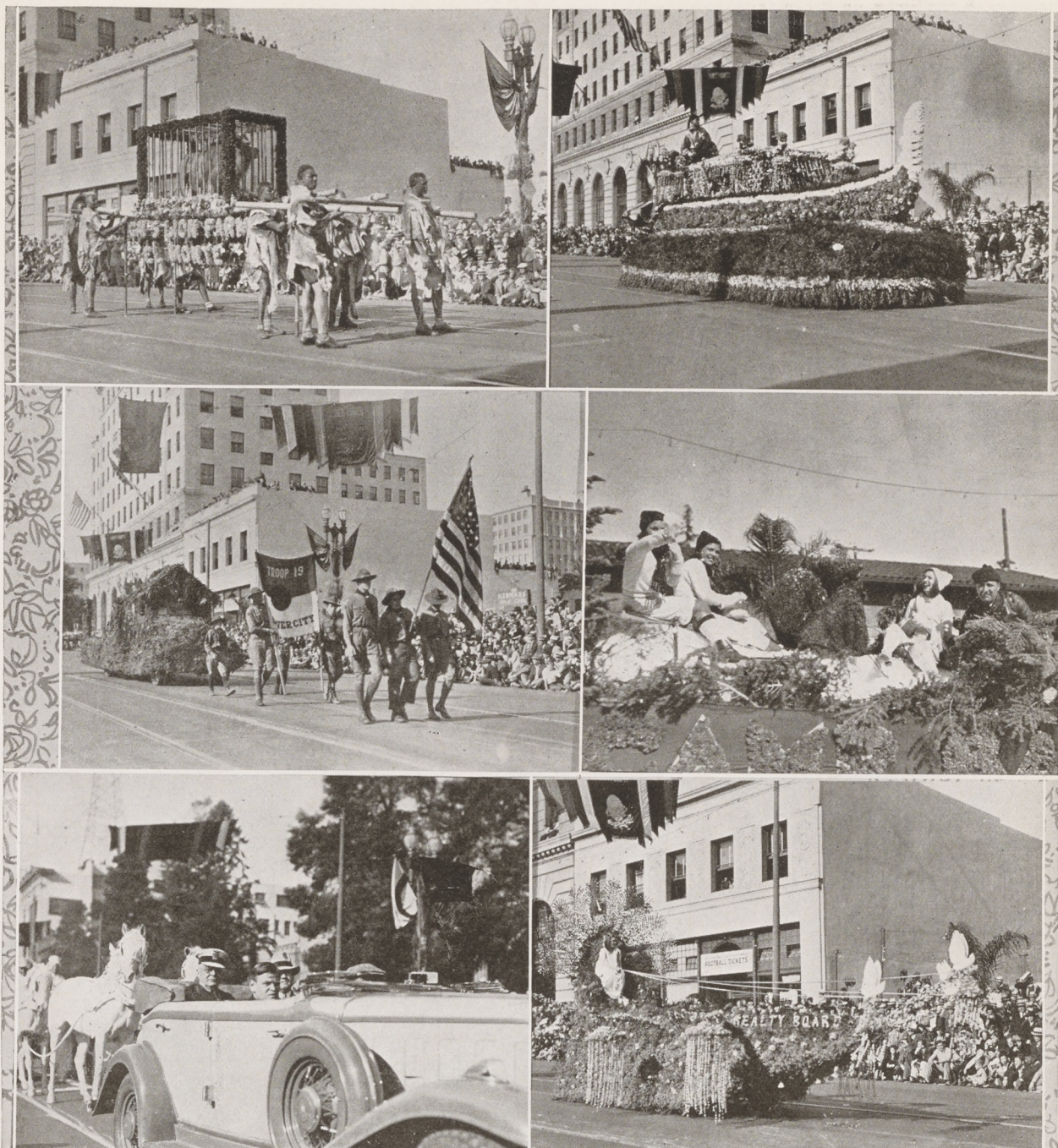
CAMP FIRE GIRLS of Pasadena, South Pasadena, Pomona and the Mabelle Scott Rancho School for Girls, Azusa had four small floats, each depicting a Cinderella scene, one of which is shown above. Below, the Zonta Club is represented by a Little Boy Blue idea carried out in chrysanthemums, black acacia, mountain cherries and poinsettias in tasteful arrangement.



STRIKING FOR ITS figures representing aborigines, the Red Men Association of Southern California entered a float on the theme of Indian summer and the growing rock. Below, the Junior Lions Club had its "Modern vs. Oldfashioned Fairytales"—contrasting the stork-and-baby idea with Mickey Mouse of today. Chrysanthemums were used in profusion and Mickey, who was designed of dark purple pansies with white carnations forming the white for his eyes and nose, led a lion cub through the club insignia, which formed the dividing line for the two scenes. The cub was portrayed realistically by the use of flowers.



BUSINESS AND CIVIC entries vied with each other in presenting novel floats, of which four are here shown. Top, left, "Top of the World", the Arden Dairy entry; right, Covina made use of a beautiful rainbow effect with oranges as the "pot of gold"; Below, Barbara Ann Bakery featured its product effectively; and, right, South Gate depicted the industrial city.



INTERESTING SIDELIGHTS on 1933 parade. Top, left, transporting a lion, according to Gay; right, Venetian gondola, Municipal Light Department's entry dedicated to Pittsburgh. Center, left, Culver City Boy Scouts, entry; right, snow scene from Camp Baldy. Below, left, Police Chief C. H. Kelley; right, Pasadena Realty Board's tribute in flowers.

FAIRYLANDERS ARE POSED

Among the personnel taking part in the pageantry of the Rose Tournament were a number trained by Martha Meserole Brian, and some of these apt pupils are shown in the "Fairyland" book picture near the end of this annual. From left to right, they are Ann Roberts, Agnes O'Reilly, Helen Tryon, Cricket Caukin, Peggy Pierce, Gaye Roberts, Lucille

Barchard, Ann Shannon and Jean Roberts, with little Barbara Pitzer seated in the letter "O" of the book-title.

Photographs used in this book were made almost entirely by Pasadena photographers. Parade pictures are by the Harold A. Parker Studio. Others whose prints are used in the present issue are A. E. Arnold, Hiller's Studio, Maryland Studio and Eyre Powell.

U.S.C. Victor Over Pittsburgh, 35 Points to 0

By CHARLES W. PADDOCK

TO ONE who saw Southern California defeat Pittsburgh 35-0 in the Pasadena Rose Bowl can deny that the Trojans are again our national football champions, Michigan, Colgate and all the other defeated teams notwithstanding.

Led by Ray Sparling, Ford Palmer, Ernie Smith and Captain Tay Brown, the finest defensive football team ever to be assembled on the Pacific Coast met a valiant Panther squad, shattered their attack, stopped their genuine All-American, Warren Heller, who played a whale of a game, and then proceeded to open up with a series of passes, long runs and hard smashes which made the final outcome only doubtful as to the size of the score.

If the regulars had stayed in the game to the finish the Trojan massacre might have reached a new Tournament point record. As it was Howard Jones, who deserves to be called the greatest coach in these United States, poured in all of the reserves that he could find in the last quarter and even made replacements earlier in the game with the seeming intent to hold down the score. But the substitutes were not to be denied either. They fought savagely and well and turned in performances which would have stolen the show if the regulars had not starred even more brilliantly.

The first count came soon after Southern California, which had won the toss and elected to kick, got possession of the ball. Ernie Smith booted the oval to Sebastian of Pitt, who ran it back sixteen yards for the first and only time during the afternoon. He made a first down. Then the S. C. line got busy and the Panthers were forced to kick. Clark received and made a good return, and the rest of the day he continued to play the best ball of his entire grid career. Southern California rushed the ball up the field until she had reached the Pitt 33 yard line. Homer Griffith then dropped back and threw a long pass over the goal line which Ford Palmer caught in a magnificent effort. Smith kicked goal and before the last of a full grand-stand had been seated, the Trojans had seven points to their credit.

After this, the Panthers bore down and they proved to all and sundry of the 84,000 customers that they deserved the bid to Pasadena and were as game and courageous eleven as ever played in the Rose Bowl. Heller led the attack. He was difficult for the boys to bottle up and he broke out in a passing rash ever so often which proved dangerous for the Western champions—but not quite dangerous enough.

Skadany, the powerful Panther end, also made the Trojans realize that he was a full-fledged All-American. In the second period particularly he broke up the S. C. attack and when his team had the ball he charged with excellent effect and caught passes in spite of always being surrounded by a crowd of hungry Trojan tacklers.

Hogan of Pitt punted well but he was not to be out-done by Ford Palmer in the second quarter who handled that assignment when Griffith went out of the game. This period was the best one that the Panthers enjoyed. They threatened time and again in Trojan territory and as the half ended it looked like anybody's ball game.

But with the opening of the third period, Southern California commenced to really click. Coach Jones let the boys

use everything they had and it was plenty. Palmer and Erskine tackled Sebastian and the other Pitt backs until their back teeth rattled and Ray Sparling for the first time this year, with the single exception of the Notre Dame game, gained gobs of ground on his famous reverses. In fact, it was due almost entirely to his efforts that the ball was soon placed in the second half in scoring territory. The Pitt line held and got the ball on downs, but Captain Tay Brown

charged through and recovered a fumble. Griffith again tried to smash through the Panther front wall. And again it held. But in a last effort, Griffith fooled Coach Jock Sutherland's boys by calling for a lateral from Bright to himself which went for a touchdown. Smith kicked goal.

Heller again assembled his team-mates and put up a gallant show. It seemed for a time that his rapier-like thrusts, his splendid blocking and his efficient passing would keep Pitt in the running. But Troy was not to be denied and though they could not put over another count in the third period, they went berzerk in the final one.

"Cotton" Warburton, who had done so well in the first half, got back into the fray again and was he mad? And was Heller's face red? The "wee one" bounced against the Pitt line and filtered through like a rainbow, eluding Heller and shimmying down the field like a shadow. Clark, too,

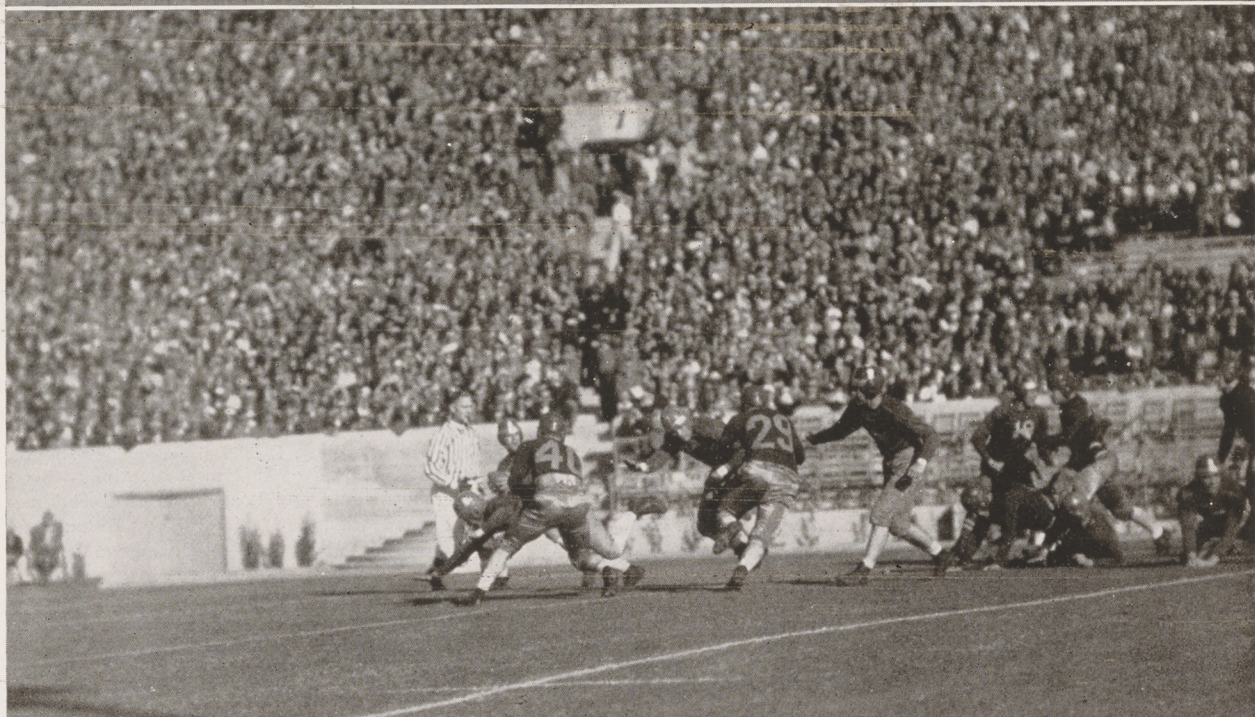
caught the spirit of his tiny team-mate and smashed and crashed as he has never done before. It was no time before Warburton was within the five yard line. And he forced his little body through holes that a mouse would have found too small until he was across the Pitt line. Smith kicked goal. That made the count 21-0.

But this wasn't all. Heller, who had played a heroic and masterly game, went out. Captain Reider, injured most of the season, took his place. Then Ford Palmer got busy again and recovered a Pitt fumble deep in Panther territory. Sparling started "reversing" again and Warburton continued racing for yards. Then Clark tossed a lateral to "Cotton" and he was over standing up, for another touchdown and 27 points. Smith kicked goal.

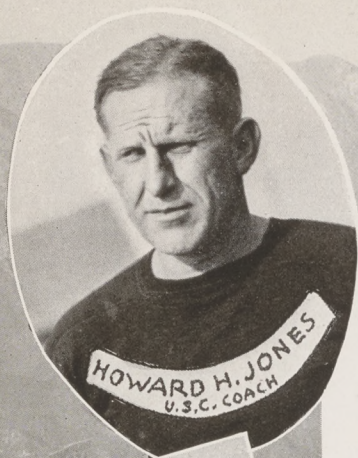
That made four straight which should be some kind of a record. But the boys were not content with what had been done. Twenty-eight points were not enough. Gar Mathews of South Pasadena and Barber of Long Beach got busy and ran up enough yardage in the closing minutes of play to place the pigskin within the Pitt ten yard line again. Then Barber, also finishing his career as a Trojan, swept across the last white stripe. Lady, Smith's substitute in the place-kicking job, though nervous, pulled himself together and converted, for the final tally.



Capt. Tay Brown [U.S.C.] at left shakes hands with Acting Capt. Warren Heller [Pittsburgh].

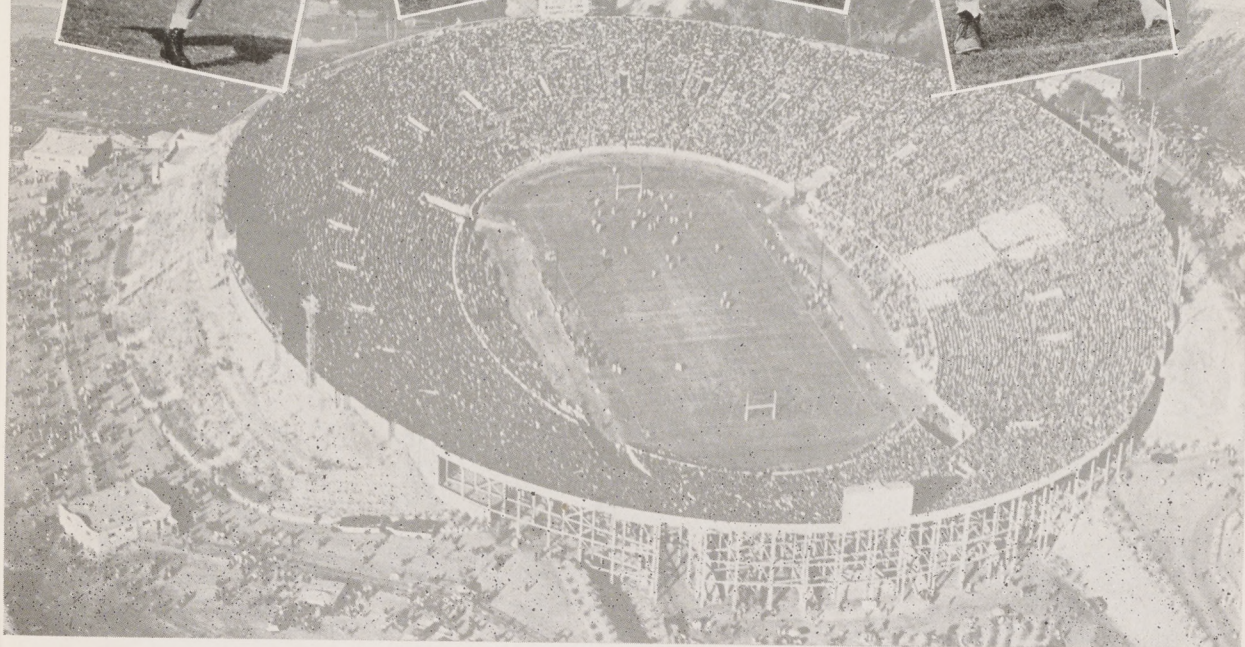
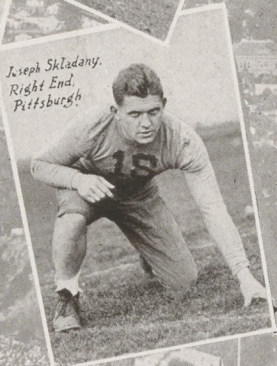
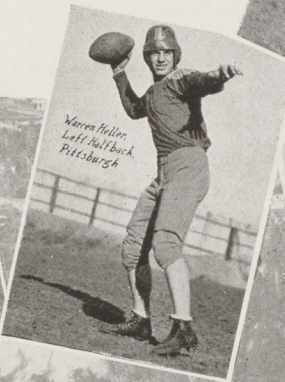
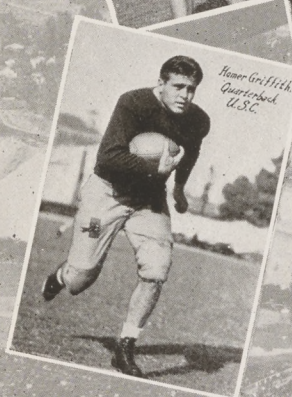
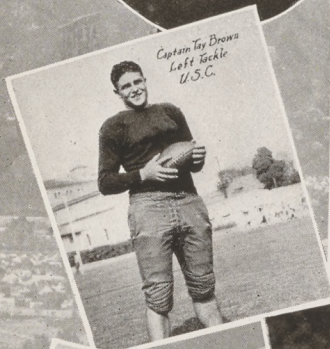


ABOVE: WHEN HELLER of Pittsburgh failed to receive a long pass near the goal the Panthers lost their only chance to score. Below: Griffith of U. S. C. runs into difficulties; Pittsburgh linesman downs Trojan quarterback as he steps back to throw pass. Both were important moments in the Rose Bowl game.



RESULTS OF PREVIOUS GAMES

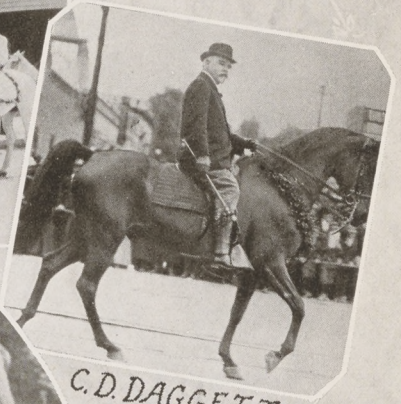
EAST		WEST	
1916—Brown	0	Wash. State	14
1917—Pennsylvania	0	Oregon	14
1918—Marines	19	Camp Lewis	7
1919—Great Lakes	17	Marines	0
1920—Harvard	7	Oregon	6
1921—Ohio State	0	California	28
1922—W. and J.	0	California	0
1923—Penn State	3	U. S. C.	14
1924—U. S. N. Acad.	14	Washington	14
1925—Notre Dame	27	Stanford	10
1926—Alabama	20	Washington	19
1927—Alabama	7	Stanford	7
1928—Pittsburgh	6	Stanford	7
1929—Georgia Tech.	8	California	7
1930—Pittsburgh	14	U. S. C.	47
1931—Alabama	24	Wash. State	0
1932—Tulane	12	U. S. C.	21



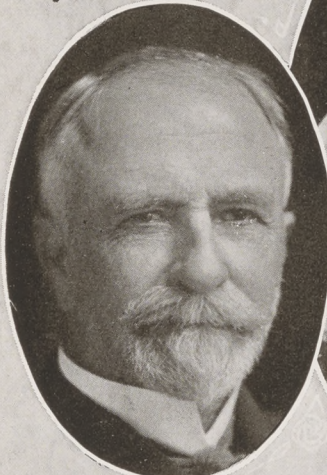
Some who helped to build the Rose Tournament



MARTIN H. WEIGHT



C.D. DAGGETT



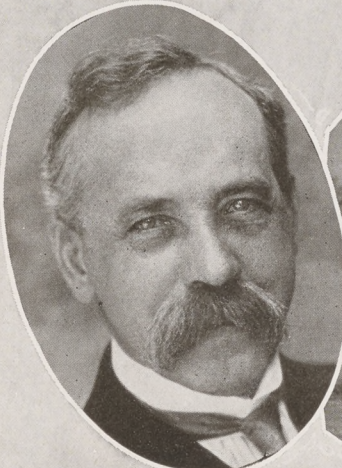
Dr. F. F. ROWLAND



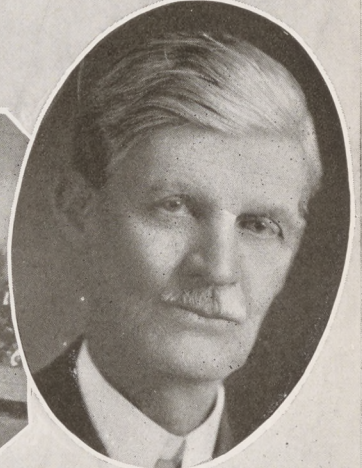
C.F. HOLDER



Mrs. RUTH BARTOW



A.J. BERTONNEAU



J. W. WOOD



PASADENA'S widely renowned Tournament of Roses, celebrated this year for the 44th successive time, had its inception in 1888, though the first fete was not held until January 1, 1890. The late Charles Frederick Holder, naturalist and well-known also for his writings on outdoor sports, suggested the idea of a pageant or parade to Dr. F. F. Rowland and other associates of the Valley Hunt Club who promptly endorsed it.

Mr. Holder drew his inspiration from the famous annual floral fetes which he had seen at Nice; but instead of the "bombardment" of the paraders with flowers and confetti, these Pasadena pioneers of horseback riding who wanted the world outside to know about their attractive little city, preferred the more lasting suggestion of decorating vehicles with flowers.

But, even so, the parade began as quite incidental to the afternoon of sports, races, horsemanship display and family picnic that it was in the '90's. The notion of decorating the buggies, carriages, wagons, bicycles and other vehicles that carried the crowd to the "town lot" and later to Tournament Park, grew upon the citizens with the growing local importance of the holiday.

Association Takes Charge

For seven years the Valley Hunt Club assumed responsibility of arranging and financing the event; then, in 1895, the Tournament of Roses Association was organized to take it over. This was after Martin H. Weight, first mayor of the city, and others prominent in the community life had become interested in the Tournament's success.

In charge of the first tournament in behalf of the Valley Hunt Club were C. A. Schariff, W. U. Masters, Dr. F. F. Rowland, B. M. Wotkins, George F. Granger, C. F. Holder, C. S. Martin and Dr. J. M. Radebaugh. The event was held on what was known as the "town lot," east of Los Robles



avenue and between Colorado street and the Santa Fe railroad.

The second tournament was located at Devil's Gate, probably as a concession to the picnickers; and the following year the vacant land on South Wilson avenue, that later became Tournament Park, was used for the sports which were the major feature of the celebration. The 1893 sports program at the park was reported to have attracted a crowd of 5000.

A feature of the 1894 event was the parade, and stands and reserved seating along the parade route were used by enterprising spectators.



For the last year under Valley Hunt Club auspices, 1895, there were still more elaborate entries in the parade, with merchants and hotels prominent. Then under Edwin Stearns, first president of the Tournament of Roses Association, the parade of 1896 was marshaled into several divisions, and National Guardsmen and members of the G.A.R. marched.

Becomes Southland Event

From this time on Pasadena's Rose Tournament became more and more a Southland event, and increasing thousands of residents and visitors thronged to view its attractions. In 1900, Tournament guests included General Shafter, a Spanish-American War figure, who rode with General Harrison Grey Otis, former Governor Markham and Dr. Norman Bridge.

The horseless carriage appeared in the 1901 parade, but was regarded more as a curiosity than as the regular threat it became to beautiful horseflesh as a parade feature. Football games were begun as a Tournament attraction in 1902, with Michigan beating Stanford 49 to 0, but football did not become an annual event until 1916. Chariot races were a big draw at Tournament Park in 1904.

The parade of 1905 was notable for the innovation of neighbor city entries, and the attraction of chariot races was rivaled by motorcycle events. The following year the practice was started of having a "queen" of the Tournament, and in



Parade Highlights of Past Years



1908 the "queen" was Miss May Sutton, famed tennis player.

Celebrating its coming-of-age, the Tournament of 1910 honored its founders, Charles F. Holder, and F. F. Rowland, the latter acting as grand marshal with members of the Valley Hunt Club as aides. Ezra Meeker appeared in the parade, driving the ox-cart in which he had crossed the continent in the pioneering days.

Cities' Friendly Rivalry

Prizes had been offered for several years to induce other cities to enter floats in the Rose parade, and there was keen competition between Santa Monica, South Pasadena, Long Beach, Monrovia, Azusa, Glendora, Redondo and other communities. Special recognition was given in 1914, at the 25th tournament, to C. D. Daggett, one of the pioneer officials. Football was revived as a tourney event in 1916, Washington State beating Brown University at Tournament Park by 14 to 0.

The Tournament of 1918 had a strongly patriotic note, with uniformed men and nurses prominent in the parade, and the football games played between the Mare Island Marines and Camp Lewis trainees. The following year a "victory" parade was held, and in 1920 records were broken in attendance and entries. The first New Year game in the Rose Bowl was played in 1923. Pasadena's jubilee year was the inspiration of the 1924 tournament. Each year since, the elaborateness of the entries, the size of the crowds, and the interest of the football game and other attractions have been maintained.

Many Help in Results

Where so many citizens have contributed so much to the success of the Rose Tournaments of past years, it is almost impossible even to list their names here. Beside those already mentioned, however, several outstanding personalities will be recalled by Pasadenans who have watched the city's great

annual midwinter fete grow into its present eminence. Walter Raymond, F. C. Bold, Frank G. Hogan, E. T. Off, E. D. Neff, F. B. Wetherby, D. M. Linnard are but a few names that come to mind.

On the executive end of the business of keeping details of the tournament running smoothly there have been a succession of capable aides. In earlier days A. J. Bertonneau and Mrs. Ruth C. Bartow have been active in this work, and in more recent years Harlan W. Hall was secretary and manager. At present the Tournament affairs are administered along with those of the Chamber of Commerce, with William Dunkerley as manager.

Similarly, the Tournament has owed its continued success and magnificent increase in popularity and gorgeousness to the unselfish labor contributed all through the years by various civic, school, church, municipal and other groups. Year after year women's clubs, service clubs and other organizations have made their plans to build up float and other entries that have become a model in California and other states for their artistic design and execution.

It is not too much to say that the Tournament of Roses would have become but a memory long ago but for the self-sacrificing work put in by these groups of people whose chief aim has been to do credit to their city and its famous festival.

Women's Committee Active

For some years past the Women's Committee of the Tournament of Roses Association has been an important factor in making the parade representative not only of Pasadena but of surrounding communities as well. Year after year interest of visitors has been focussed on the out-of-town entries, and year after year it has seemed that these entries bearing proudly the floral labels of sister cities have grown more numerous and more prominent.



Sweepstakes Winners of Other Parades



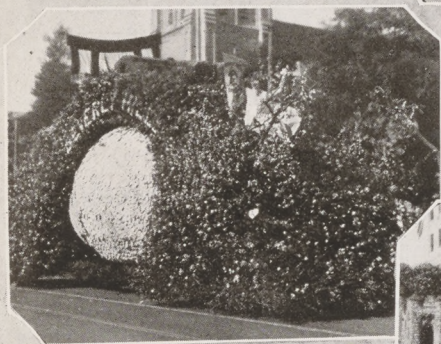
Glendale 1924



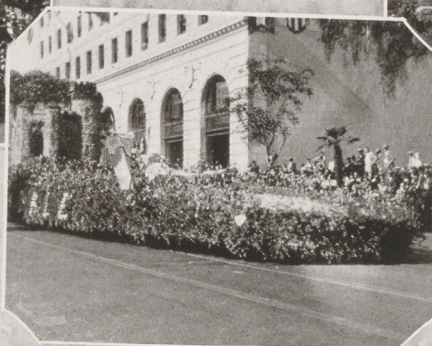
Long Beach 1926



Angelus Temple 1925



Beverly Hills 1927



Beverly Hills 1928



Glendale 1929



Beverly Hills 1930



San Marino 1932



Glendale 1931

Hard Work of Many Brings Happy Results

SUCH a gigantic and many-sided project as the Tournament of Roses could not be carried out successfully without either proportionate expense or a vast amount of voluntary and unselfish effort on the part of many individuals and groups. In this latter respect the Tournament has always reckoned on ready community service to supply what otherwise would have been financially impossible. Many persons in Pasadena and district, active in various walks of life, from time to time have given unstintingly of their leisure and talents to achieve the success of the New Year's fete. The present board of directors, honorary directors, women's committee and its associates are a typical cross-section of such volunteer workers. They are listed below:

Board of Directors, 1932-3—D. E. McDanel, president; George S. Parker, vice-president; Cyril Bennett, secretary; C. Hal Reynolds, treasurer; William Dunkerley, executive secretary and manager; C. Elmer Anderson, D. N. Booher, Frank M. Brooks, George S. Campbell, Charles Cobb, H. M. Cole, Charles E. Everard, B. O. Kendall, Lathrop K. Leishman, Harlan G. Loud, Dr. Z. T. Malaby, Ray C. Maple, J. J. Mitchell, H. M. Nickerson, C. W. Norris, Grant Orth, Stephen W. Royce, W. R. Scoville, R. R. Sutton, Harry M. Ticknor, L. H. Turner.

Honorary Directors—Charles M. Coleman, W. F. Creller, Leslie B. Henry, Frank G. Hogan, W. J. Hogan, W. L. Leishman, D. M. Linnard, John S. Lutes, E. D. Neff, E. T. Off, Walter Raymond, J. H. R. Wagner.

Women's Committee—Mrs. Arthur J. Wingard, chairman; Mrs. Winfield S. Schoaf, vice-chairman; Mrs. Clayton R. Taylor, secretary; Mrs. Leiland A. Irish, Mrs. Lon F. Chapin, Mrs. J. A. Elms, Mrs. Blythe Foote, Mrs. J. R. Giddings, Miss Fannie M. Kerns, Mrs. D. E. McDanel, Mrs. Frederick C. Marsh, Mrs. W. W. Nash, Mrs. H. D. Phillis, Mrs. Mollie Randall, Mrs. J. A. Sexson, Miss Marjorie Sinclair, Mrs. L. H. Turner.

Women's Committee Associates—Miss Lu G. Miller, Alhambra; Mrs. C. E. Chamberlain, Anaheim; Mrs. Edna Buhler, Arcadia; Mrs. David M. Renton, Avalon; Mrs. Ruth A. Hubbard, Beverly Hills; Mrs. Gertrude Soule, Burbank; Mrs. Mary M. Coman, Covina; Mrs. L. W. Chobe, Glendale; Mrs. Margaret Thatcher, Hermosa Beach; Mrs. E. S. Fuller, Inglewood; Mrs. Irwin R. Hall, Long Beach; Mrs. Henry Waterman, Monrovia; Mrs. George L. Stensgaard, Pomona; Mrs. Frank Harrington, East San Gabriel; Mrs. Emil Sturmthal, Sierra Madre; Mrs. E. J. Munger, Whittier.

Marshals and Aides Named

The title of grand marshal of the Tournament of Roses parade may be chiefly an honorary one, and no one expects that Mary Pickford, motion picture queen and grand marshal of this year's parade, attended to much of the detail work of

the great assemblage. But other officials of the holiday fete had plenty of work to do.

Among the busiest of these officials was William Dunkerley, the executive secretary and manager, whose duties are combined with those of secretary of the Chamber of Commerce. As chief-of-staff of the 44th annual parade was Capt. J. W. McCall, Jr., and the work of adjutant under him was assigned to Robert M. McCurdy. Serving under the chief-of-staff were Lorenz W. Diehl, Richard Bailey, Floyd L. Hanes and M. S. Dodge, with A. N. Shureen as bugler.

Seven division marshals were named, and these with their aides were as follows: Division No. 1, A. W. Anderson; William P. Welsh, L. W. Sampley and George Lind. No. 2, Harold C. Schaffer; Clayton B. Atkinson, Allyn H. Barber, J. C. Kelly. No. 3, Clyde K. Warren; Charles W. Smith, Charles S. Cobb, Jr., Kenneth Wilkes. No. 4, Earl S. Messer; J. Hardin Scott, E. D. Bayerle, Charles Prickett. No. 5, Lee S. Davis; T. C. Coleman, Charles A. Keskey, Thornton Hamlin. No. 6, Harold P. Huls; Donald G. Cathcart, Fred Amesbury, W. B. Fairweather. No. 7, George C. Hester; John R. Harris, Anson J. Smiley, George B. Lowe.

Committees Take Up Burden

In addition to directors, women's groups, marshals and aides, a number of committees were required to carry out various phases of the arrangements connected with the 1933 Tournament. These committees were as follows:

Executive—D. E. McDanel, George S. Parker, Cyril Bennett, C. Elmer Anderson, Charles Cobb, J. J. Mitchell, C. W. Norris and C. Hal Reynolds.

Parade—Charles Cobb, C. Elmer Anderson, D. N. Booher, Frank M. Brooks, James K. Ingham, Jackson W. Kendall, Ralph T. Merriam, C. W. Norris.

Entertainment—George S. Campbell, Frank M. Brooks, Ray C. Maple, Dr. Russell E. Simpson.

Rose Bowl Extension—J. J. Mitchell, C. Hal Reynolds, Ray C. Maple.

Trophies—D. N. Booher, H. M. Nickerson, Charles R. Seward.

Street Decorations—C. W. Norris.

Guests of Honor—George S. Parker, H. M. Nickerson, H. O. Comstock, S. W. Royce, L. H. Turner.

Judging—Harlan G. Loud (floral), Dr. Z. T. Malaby (equestrian).

Music—H. M. Cole.

Tournament Entries—Cyril Bennett.

Traffic—B. O. Kendall.

Parade Censors—Lathrop K. Leishman.

Director of Parade—Cyril Bennett.





GEO. S. CAMPBELL

CHASE EVERARD

L. K. LEISHMAN

J. J. MITCHELL

RAY C. MAPLE

GRANT ORTH

W. R. SCOVILLE

L. H. TURNER

GEO. S. PARKER
VICE PRESIDENT

D. E. McDANELD
PRESIDENT

W. H. DUNKERLEY
MANAGER

F. M. BROOKS

HARLAN G. LOUD

CHARLES COBB

G. W. NORRIS

CYRIL BENNETT
SECRETARY

C. H. REYNOLDS
TREASURER

H. M. NICKERSON

B. O. KENDALL

S. W. ROYCE

D. N. DOOHER

C. E. ANDERSON

H. M. TICKNOR

D. E. T. MALABY

H. M. COLE

R. R. SUTTON

MRS. L. A. IRISH

MRS. D. E. McDANELD

MRS. J. A. SEXSON

MRS. W. W. NASH

MRS. L. H. TURNER

MRS. H. D. PHILLIS

MRS. J. A. ELMS

MRS. J. R. GIDDINGS

MRS. L. F. CHAPIN

MRS. F. C. MARSH

MRS. A. J. WINGARD
CHAIRMAN

MRS. W. S. SCHOAF
VICE CHAIRMAN

M. SINCLAIR

MRS. M. RANDALL

MISS F. M. KERNS

MRS. F. HARRINGTON
E. SAN GABRIEL

MRS. C. E. CHAMBERLAIN
ANAHEIM

MRS. L. W. CHOE
GLENDALE

MRS. C. R. TAYLOR

MRS. E. J. MUNGER
WHITTIER

MRS. G. SOULE
BURBANK

MRS. E. STURMATHAL
SIERRA MADRE

MRS. M. COMAN
COVINA

MISS L. J. MILLER
ALHAMBRA

MRS. D. M. RENTON
LOS ANGELES

MRS. E. S. FULLER
INGLEWOOD

MRS. A. A. HUBBARD
BEVERLY HILLS

MRS. L. R. HALL
LONG BEACH

MRS. H. WATERMAN
MONROVIA

“THE MILE OF CHRISTMAS TREES”



FOR thirteen years the famous “Mile of Christmas Trees,” on Santa Rosa avenue between Pasadena and Altadena, has been illuminated with vari-colored lights from Christmas Eve to New Year’s Day inclusive, and many thousands of visitors as well as residents of the twin communities, grownups along with children, have watched with wondering delight the remarkable and seasonable spectacle.

The “Mile of Christmas Trees,” or deodars, or Himalayan cedars, as they are variously known, were planted in the spring of 1885 for Frederick J. Woodbury by Thomas Hoag, his ranch foreman. The seed, procured from India by the federal government at Washington, was sent for and the shrubs raised to a height of two to three feet before planting out in what is now Santa Rosa avenue. The driveway at the time was intended to serve as an artistic approach to the Woodbury residence, from the front porch of which through the avenue a fine view of the valley was obtained.

The pleasing custom of lighting the deodars began in 1920, when F. C. Nash suggested the idea to the Kiwanis Club. Municipal and County Departments, Pasadena and Altadena civic groups have joined in the celebration since, and Boy Scouts each year aid materially in directing traffic along the lighted Deodar Way.

LOOKING BACK IN PARADE HISTORY

HOW IT STARTED

The idea of the Tournament of Roses or something of the kind was discussed by members on every hunt, and it finally took form in the second year of the Hunt Club’s existence, the following officers performing the duties now performed by the directors of the Tournament of Roses Association:

President, Charles Frederick Holder; vice-president, Clarence S. Martin; secretary, Miss Cole; treasurer, Ernest H. May; master of hounds, Robert Vandevoort, W. B. Rowland.

Dr. Frank Rowland had seen the Battle of Roses in Rome and introduced that feature, and every one in the club joined in, entered their carriages, and the result, so far as the flowers and private teams were concerned, was a beautiful exhibition of the floral resources of the country.

From the very force of circumstances it has lost its original simplicity and the original idea has been lost sight of and the Tournament of Roses has become a factor in the growth and evolution of a modern city.

—Charles Frederick Holder,
in “The Pacific Garden” for January, 1909.

SWEEPSTAKE WINNERS DURING PAST DECADE

- 1924 Glendale, pot of gold at end of rainbow.
- 1925 Angelus Temple, broadcasting to the world.
- 1926 Long Beach, featuring pelican drawing seashell boat.
- 1927 Beverly Hills, “Sitting on Top of the World.”
- 1928 Beverly Hills, “Kingdom of Paradise.”
- 1929 Glendale, “The Lady of Shalott” at Camelot Castle.
- 1930 Beverly Hills, “The End of the Rainbow.”
- 1931 Glendale, Olympic Games athletes.
- 1932 San Marino, Australian Lyre Bird.

PAST PRESIDENTS OF THE TOURNAMENT

1890	C. F. Holder	1911	Frank G. Hogan
1	B. M. Wotkins	2-3	E. T. Off
2-3	Frank C. Bolt	4	R. D. Davis
4-5	Charles D. Daggett	5	J. B. Coulston
6-7	Edwin Stearns	6	L. H. Turner
8-9	Martin H. Weight	7	D. M. Linnard
1900	Herman R. Hertel	8-9	B. O. Kendall
1	F. B. Wetherby	1920-1	W. L. Leishman
2	J. H. R. Wagner	2-3	J. J. Mitchell
3	Charles Coleman	4-5	W. F. Creller
4-5	Charles D. Daggett	6-8	H. M. Ticknor
6	E. D. Neff	9	Leslie B. Henry
7	E. T. Off	1930-1	C. Hal Reynolds
8-10	George P. Cary	2-3	D. E. McDaniel

TOURNAMENT SNAPSHOTS

Charles D. Daggett, when Tournament president, introduced the chariot races, which for years were a striking feature.

* * *

Entries in the floral pageant average more than 100, and the total expense on floats runs around \$100,000, most of it spent on labor.

* * *

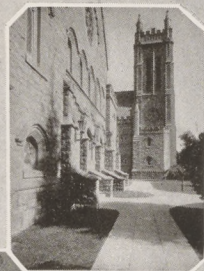
It requires the labor of more than 5000 persons, working most of the night before New Year’s Day, to decorate the floats.

* * *

Tournament Park, where the sports meetings were held for many years during the Rose fete, was bought out of the proceeds and deeded to the city.

City Famed for Its Institutions of Religion, Education and Research

*Pasadena
Presbyterian
Church*



First Baptist Church



First Methodist Church



First Congregational Church

*Westminster
Presbyterian
Church*



St. Elizabeth's Church



All Saints Episcopal Church

A Community of Culture

WHERE else in the world but Pasadena, Crown City of the San Gabriel Valley, can conditions be found more ideal for holding a mid-winter outdoor festival of such beauty and proportions as the Tournament of Roses has become?

Pasadena is, indeed, preeminently a year-round resort, and with its ideal climate, its beautiful location, its civic amenities, there is no wonder the city is loved by all who live here and by many thousands more who have sojourned within its hospitable borders.

Primarily a residential city, Pasadena makes no claim to large self-supporting industries. The city, however, has a large number of diversified manufactories that are in keeping with its residential character.

Pasadena as Home-Center

Undoubtedly its attractiveness as an artistic and desirable home-center has drawn to its borders a large proportion of its residents. Not only so, but Pasadena has become widely known as a sojourning place for many members of the world's most learned, most successful and most wealthy classes. A very large number of these visitors have developed the habit of returning until they have acquired permanent homes here.

Pasadena's advantages, too, have led to the establishment here of the outstanding institutions of learning and research. Here and in the neighborhood are located the Mount Wilson Observatory of the Carnegie Institution, the California Institute of Technology, the Henry E. Huntington Library and Art Gallery, the Athenaeum, Occidental College, the Seismological Laboratory, operated jointly by the Carnegie Institution and the California Institute, and other resorts of savants.

The character of Pasadena's population has had its marked influence in raising its churches and schools to a high level and making them noted even in a state of outstanding cultural institutions. The establishment of fine churches and schools, with the growth of the standards of comfort and independence typified in the class of homes, has in its turn attracted more peo-



*Throop Hall,
California
Institute of
Technology.*



Caltech Residence Houses



Norman Bridge Laboratory, Caltech.



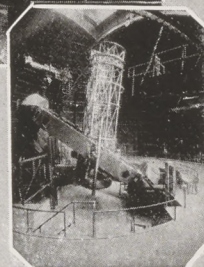
Athenaeum



*Huntington
Library and
Art Gallery*



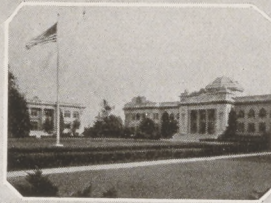
*Mt. Wilson
Observatory*



100 in. Telescope, Mt. Wilson.

City's Famed Institutions (Continued)

Pasadena
High School
and
Junior College



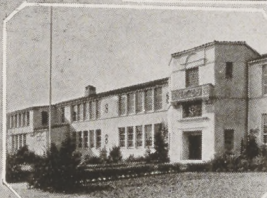
John Muir
Technical
High School



John Marshall
Junior High
School



Frances E.
Willard
School



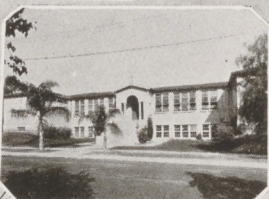
Wm McKinley
Junior High
School



Chas W. Eliot
Junior High
School



St. Elizabeth's
R.C. School



Washington
Junior High
School



ple from other states and other countries who are in the fortunate position of being able to choose their place of residence for the rest of their lives.

Laid Foundations Well

It is an enduring tribute to the pioneers of Pasadena that they laid the foundations of the future beautiful "Crown City" from 1874 on, truly and well, that they made it the setting for homebuilders of their own and future generations and to form out of it, as far as humanly possible, that ideal community in which to live and raise one's family that everybody dreams about.

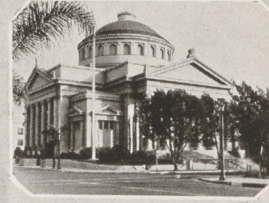
Pasadena has become famed at home and abroad almost in spite of itself. Notabilities in almost all walks of life have come here, fallen in love with the city and district and settled here, often unsuspected and unpublicized by its newspaper men, with whom it has grown a habit to chronicle and interview on arrival some of America's, and even the world's most outstanding figures.

That, in fact, has been a characteristic of Pasadena and Pasadena; to welcome warmly people of all classes who are looking for an artistic home environment to enjoy, and not to spoil their stay by disproportionate publicity.

Beautifying City's Setting

Pasadenans have never acquired the habit, either of bragging about their having the biggest this-or-that possession, though they could justly make some such claims. Probably that is why so many of its 76,086 inhabitants grow to like its attitude of accepting things as they are and as they come along, because Pasadena surely is the natural setting prepared for them!

Mark Twain wasn't quite accurate when he joked about the weather having had so much written and so little done about it; because Pasadena really has done a lot about it. It has planted thousands of lawns, tens of thousands of trees, hundreds of thousands of shrubs, and myriads of flowers to temper the sun's rays and rest the eyes of resident and visitor alike. In truth, it might be said, Pasadena has adapted themselves to the semi-tropical climate and adapted the climate to their own-year-round uses.

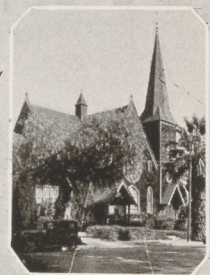


First Church
Christ
Scientist.

Central
Christian
Church



Neighborhood
Church



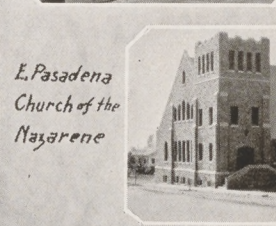
Holliston Ave.
Methodist
Church



Throop
Memorial
Universalist
Church



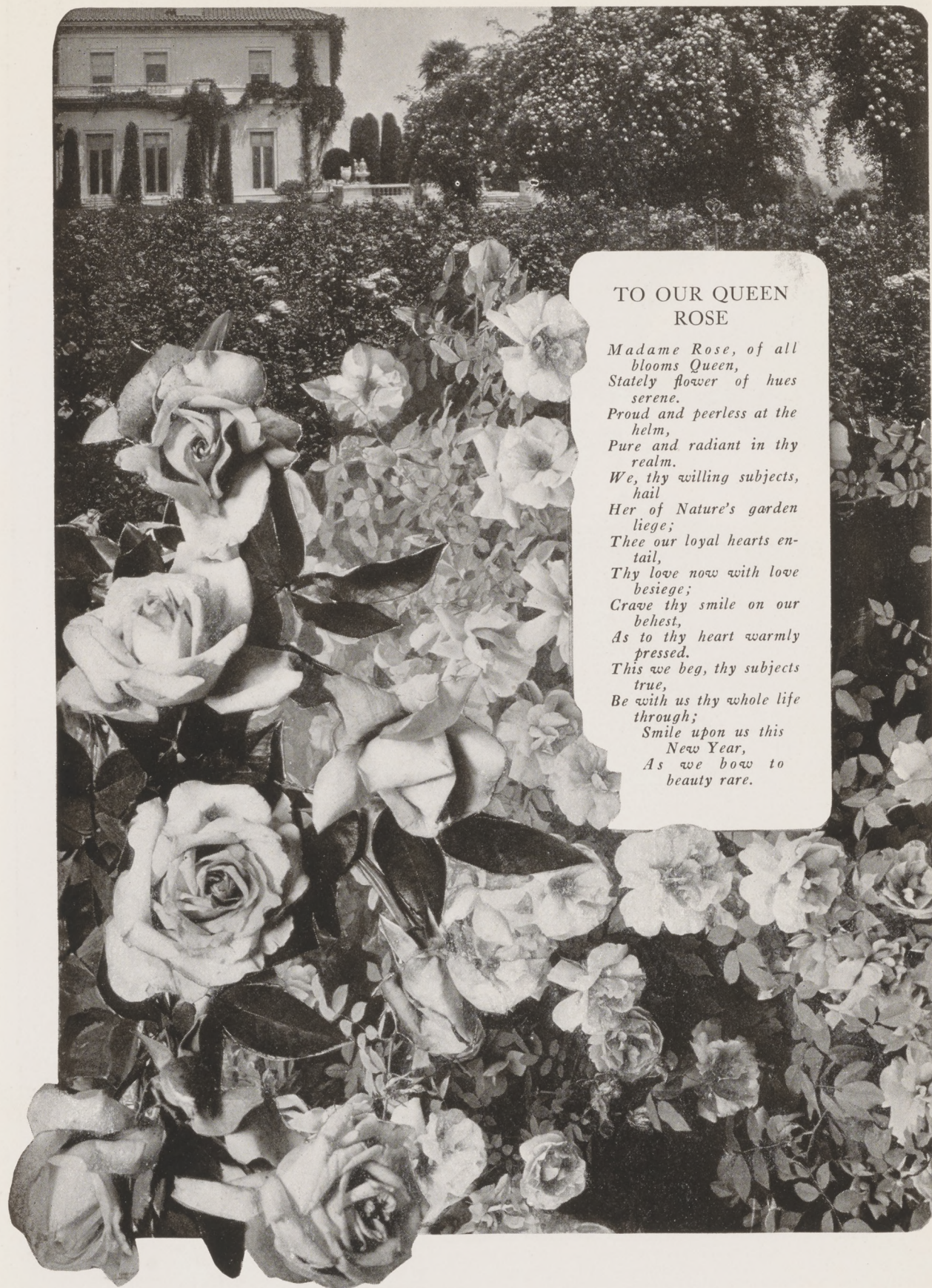
Trinity
Lutheran
Church



L. Pasadena
Church of the
Nazarene

Pasadena Gardens and Homes





TO OUR QUEEN
ROSE

*Madame Rose, of all
blooms Queen,
Stately flower of hues
serene.*

*Proud and peerless at the
helm,*

*Pure and radiant in thy
realm.*

*We, thy willing subjects,
hail*

*Her of Nature's garden
liege;*

*Thee our loyal hearts en-
tail,*

*Thy love now with love
besiege;*

*Crave thy smile on our
behest,*

*As to thy heart warmly
pressed.*

*This we beg, thy subjects
true,*

*Be with us thy whole life
through;*

*Smile upon us this
New Year,*

*As we bow to
beauty rare.*

Fairyland:

Fairy Tales in Flowers



THERE have been many delightful ideas or "themes" carried out in connection with the Tournament of Roses, but it is a question whether there could have been a daintier or more appropriate one than this year's motif, "Fairyland—Fairy Tales in Flowers."

Civic groups and committees of workers promoting float entries promptly fell in with the notion, and the results as seen in the two-mile-long parade charmed the hundreds of thousands of folk who viewed the spectacle on the route itself or in the after-showing at Tournament Park.

Bo-peep, Red Riding Hood, Jack the Giant Killer, the Queen of Tarts, Old King Cole, Little Miss Muffet, Jack Horner, and the rest of the nursery favorites in generations past and present were all there to be hilariously recognized and made much of. Babies scarcely out of the cradle, kindergarten and grade schoolers, and on up to matronly personages and lodge and service club dignitaries who had not forgotten their own childhood, all got a huge thrill out of these nursery rhyme pages brought to life and passing in animated procession before their delighted eyes.



"FAIRY TALES IN FLOWERS" was the delightfully appropriate theme chosen for this year's Rose Parade. It was suggested by Cyril Bennett, Pasadena architect who for years has taken a keen interest in the tournament. The nursery rhyme theme gave plentiful scope to the imagination of the float designers.

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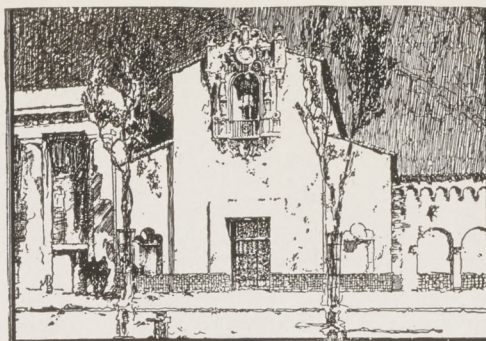
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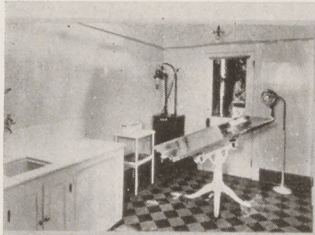
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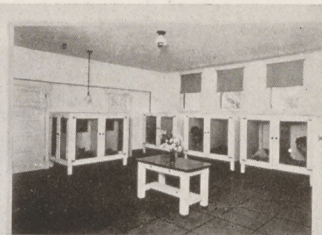
Established 1912



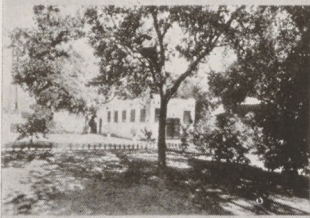
SURGERY



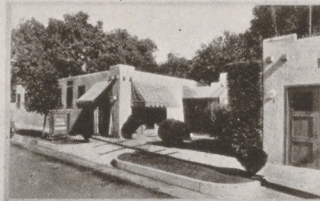
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GROUND



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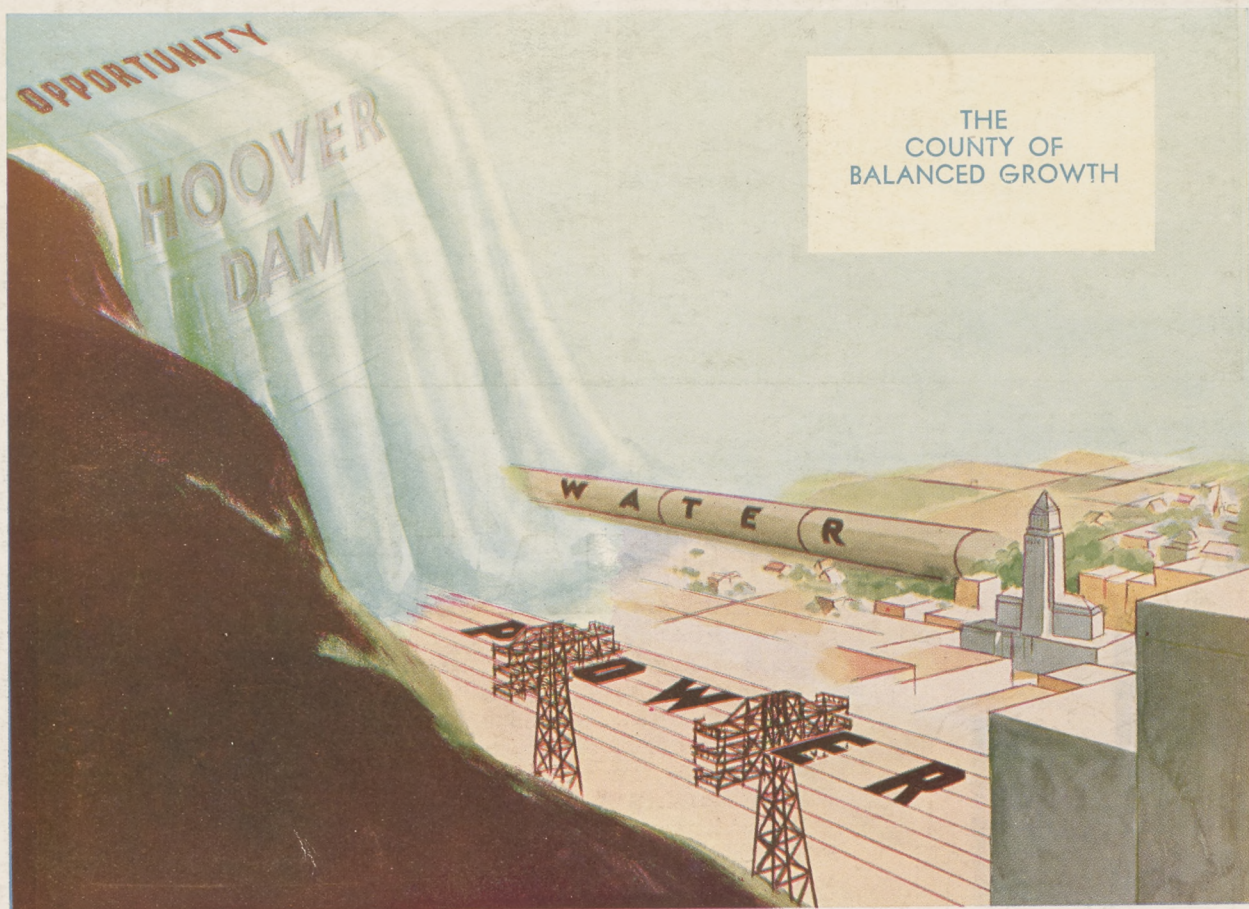


you from Inspiration Point, near the Tavern. Stay overnight if you can, to see these views after dark. The round-trip fare is very low, and there is a special overnight ticket, including fare, dinner, room and breakfast at a surprisingly little cost. Four trains daily leave Main St. Station, Los Angeles, at 9:15 and 10:30 a.m.; 1:30 and 4:30 p. m., leaving Pasadena 50 minutes later. See any agent or travel bureau, or phone Terrace 2723 in Pasadena, TUCKER 7272 in Los Angeles, for reservations or further information.

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